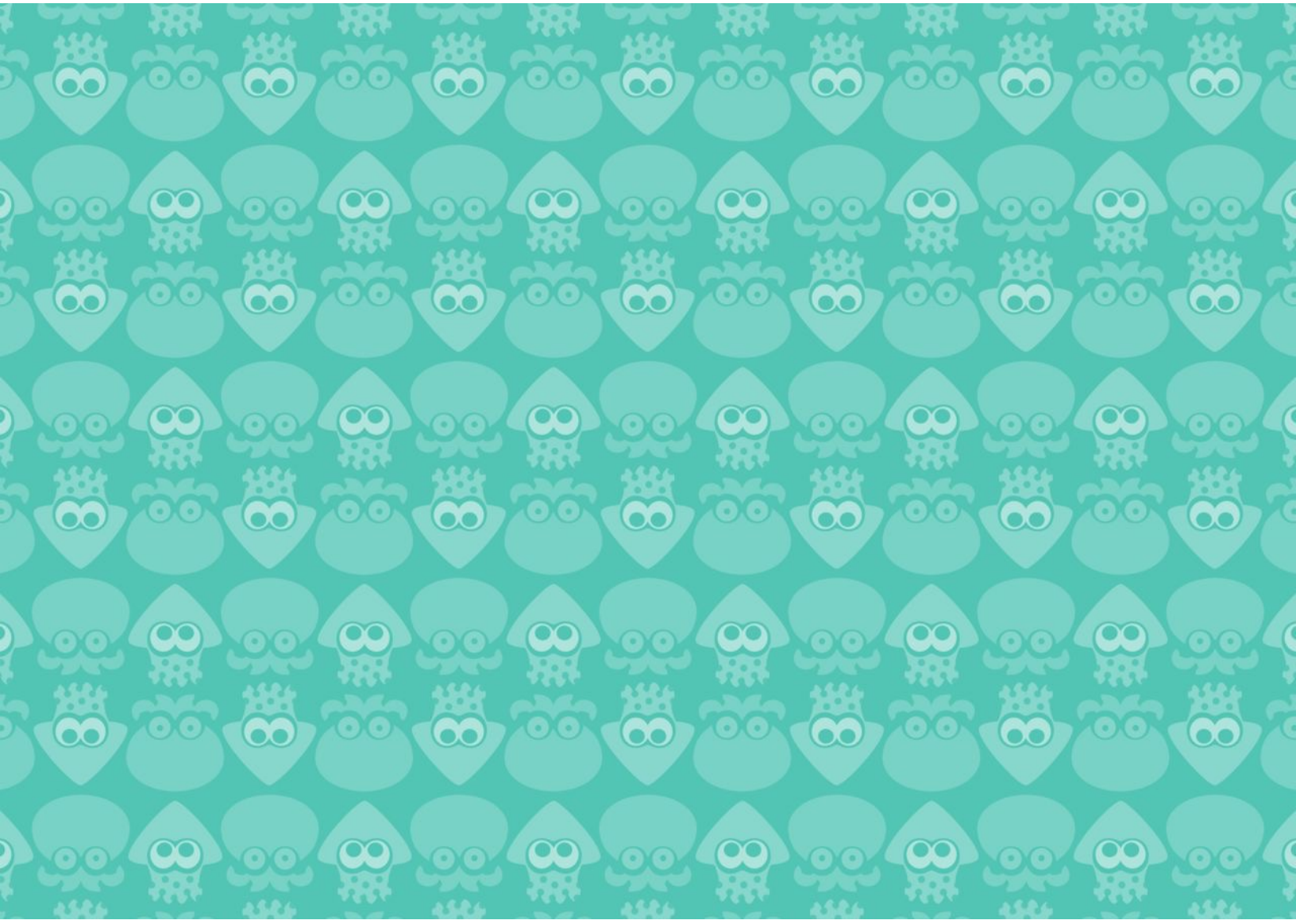
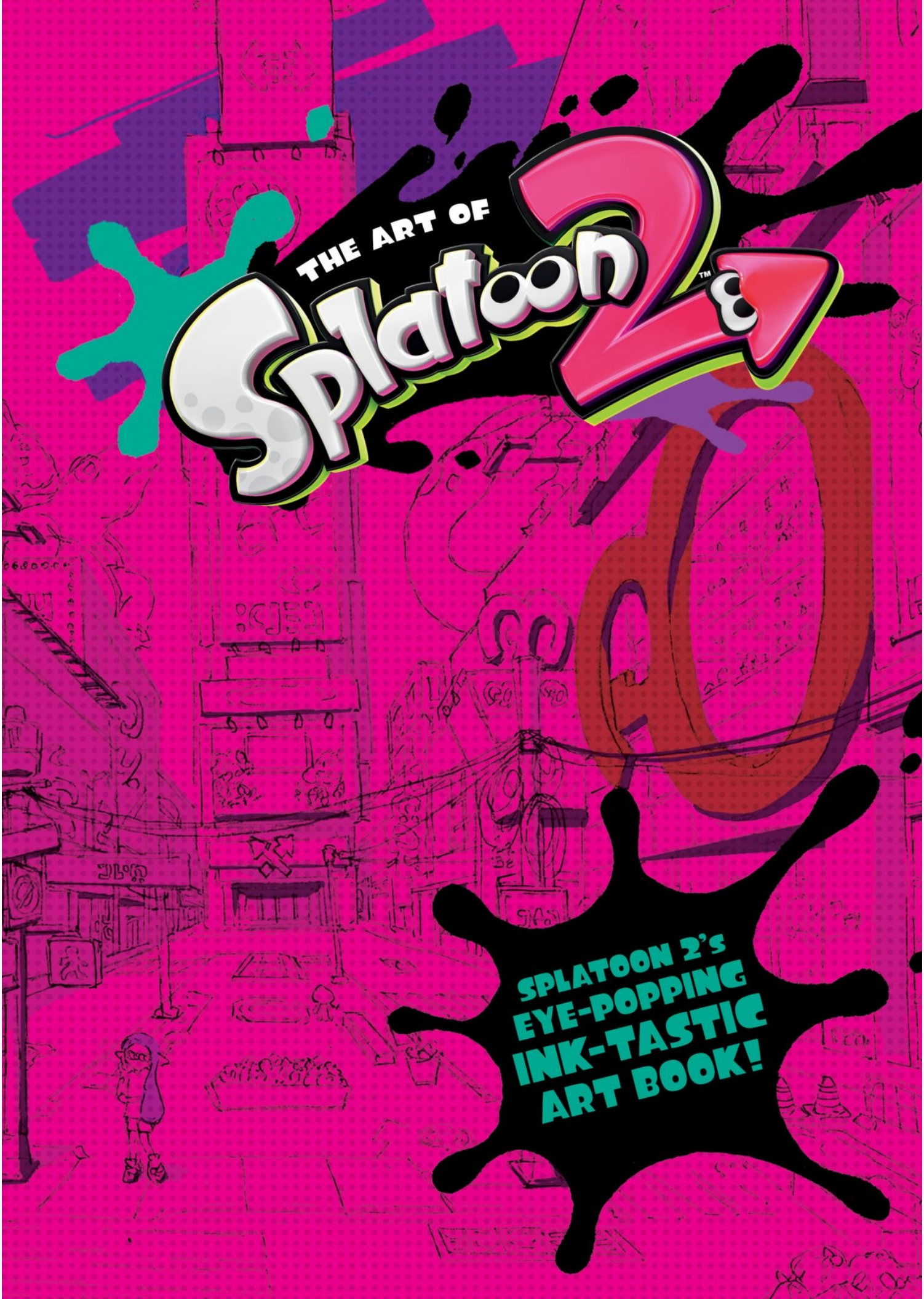
THE ART OF
Splatoon 2
SPLATOON 2'S
EYE-POPPING
INK-TASTIC
ART BOOK!




THE ART OF
Splatoon 2
SPLATOON 2'S
EYE-POPPING
INK-TASTIC
ART BOOK!

ARTWORK

2D Artwork 4
3D Artwork 36

CHARACTERS

Inklings
- Boy & Girl 48
- Weapons 68
- Gear 76

Denizens of Inkopolis Square
- Off the Hook 86
- Squid Sisters 94
- Sheldon 102
- Flow & Craymond 104
- Jelfonzo 106
- Bisk 108
- Murch & Spyke 110
- Judd & Li'l Judd 112
- Mr. Grizz 114
- Crusty Sean 115
- Jellyfish 116

WORLD

Inkopolis Square 118
Single-Player Campaign:
Octo Canyon 132
Octarian Biology Report 158
Salmon Run: 170
Spawning Grounds/Marooner's Bay/
Lost Outpost
Salmonid Biology Report 184
The Reef 190
Musselforge Fitness 194
Starfish Mainstage 196
Inkblot Art Academy 198
Sturgeon Shipyard 202
Humpback Pump Track 205
Manta Maria 206
Snapper Canal 210
MakoMart 212
Shellendorf Institute 220
Other 224
Sunken Scrolls 230
Graffiti 238
Gear Designs 268

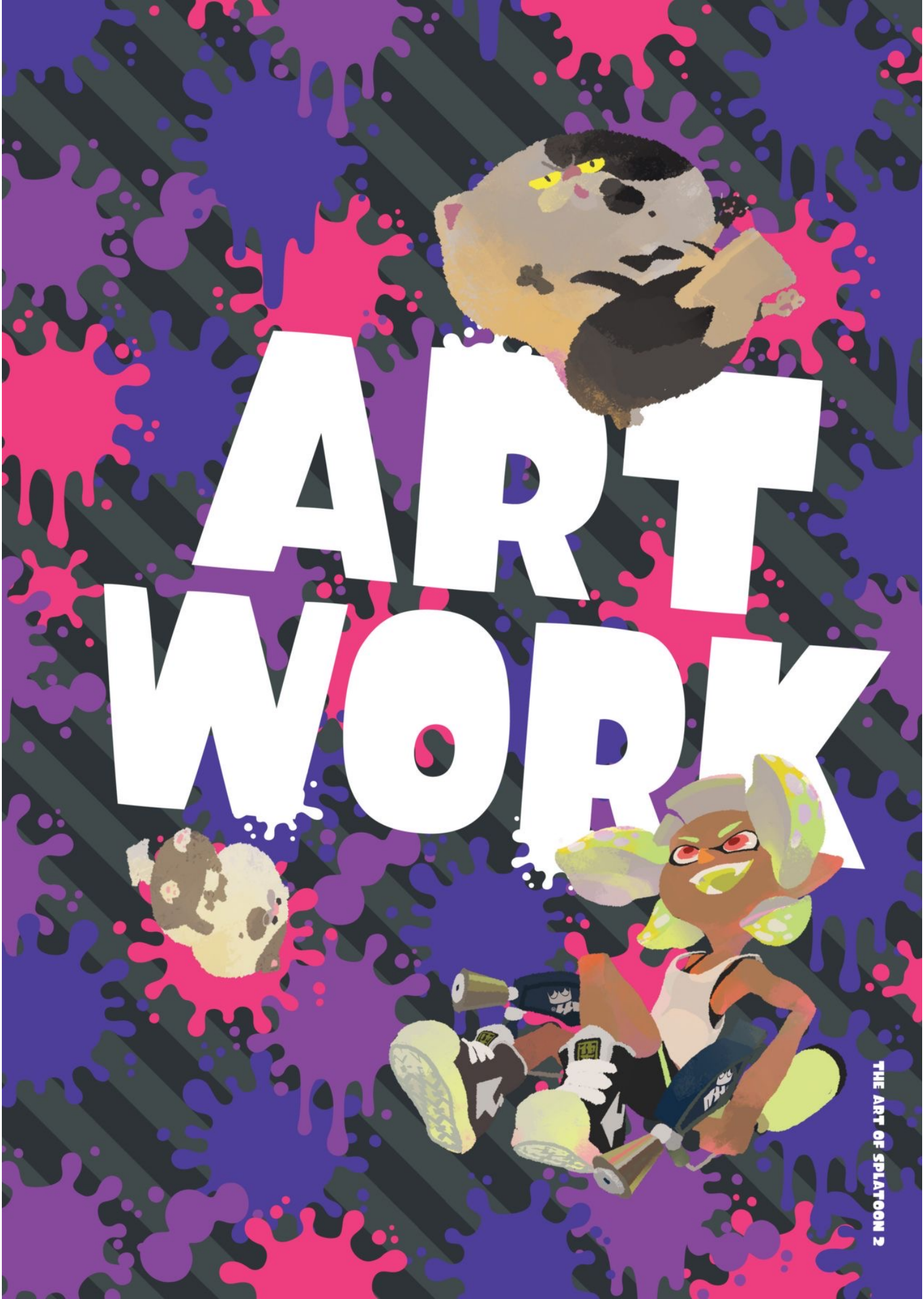
EXTRAS

Gear Brands 280
Brand Logos 310
Storyboards 312
Rough Sketches 315
UI Designs 330

SPLATOON THROWBACK

Splatoon Throwback 337

The Art of Splatoon 2 CONTENTS

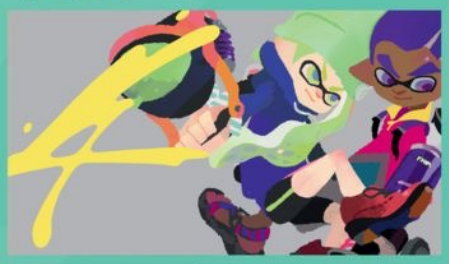

ARTWORK
THE ART OF SPLATOON 2

2D ARTWORK

The artwork of *Splatoon 2* is filled to the brim with charming details that draw in viewers with unique and creative compositions in vivid colors!

2D ARTWORK
The Art of Splatoon 2
Cover Illustration

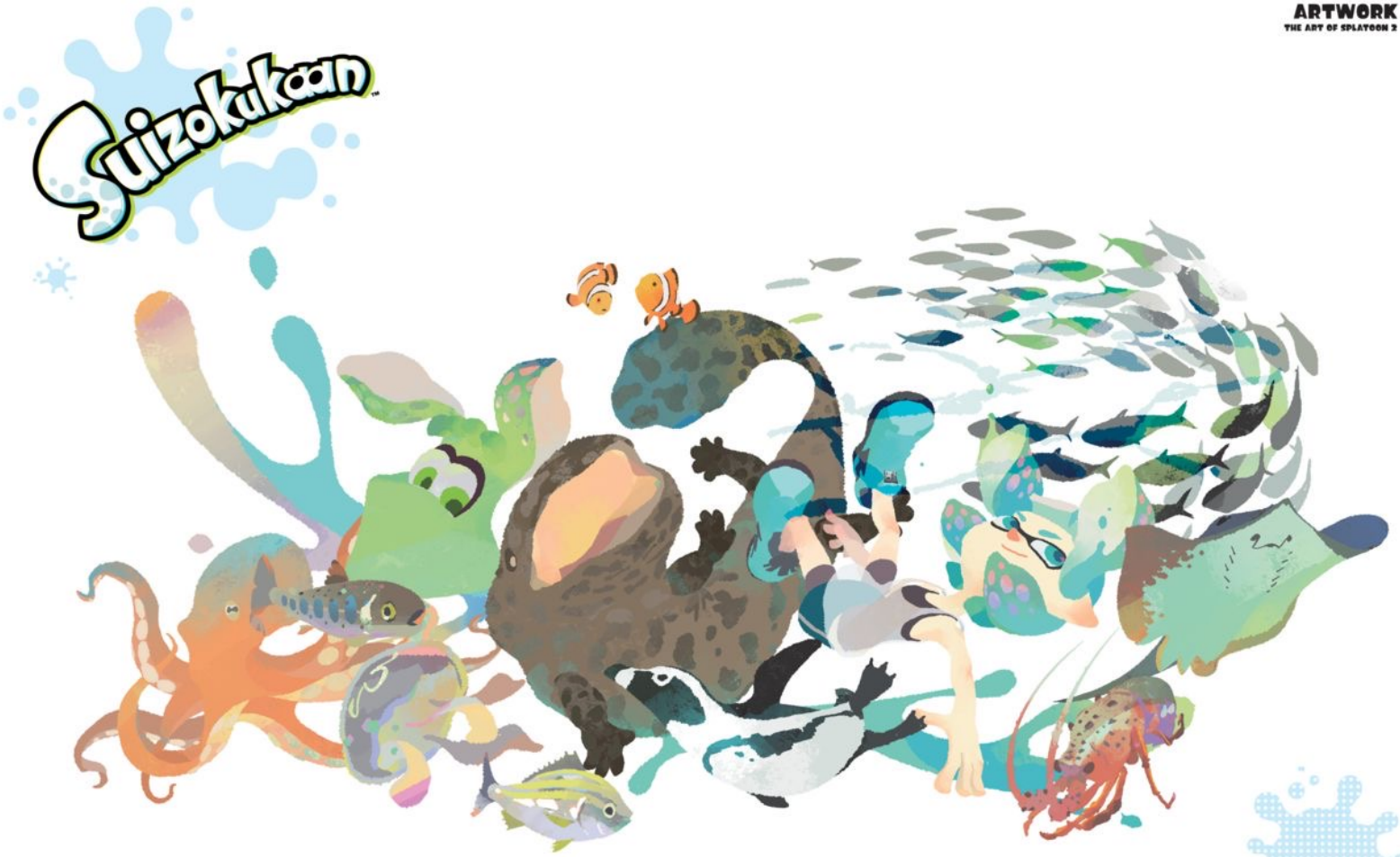
2D ARTWORK
Salmon Run Key Art



2D ARTWORK
Game Release Countdown Illustrations (1)

2D ARTWORK
Merry Squidmas & Happy New Year Illustration 2016–2017

2D ARTWORK
Mario Kart 8 Deluxe
Illustration



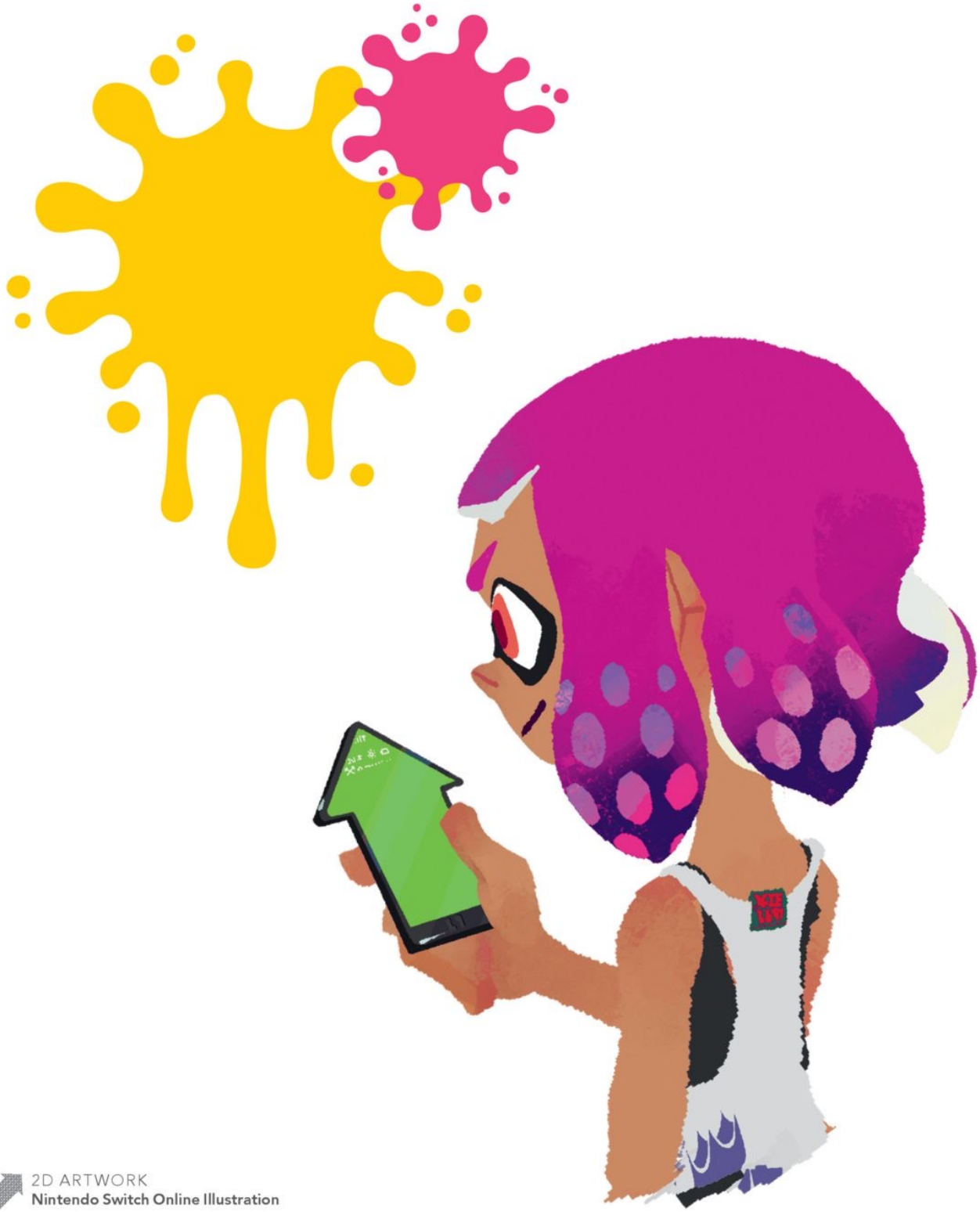
2D ARTWORK
Kyoto Aquarium's "Suizokukaan: Ikasu Summer Vacation" Event Illustrations (1)

2D ARTWORK
Kyoto Aquarium's "Suizokukaan: Ikasu Summer Vacation" Event Illustrations (2)

2D ARTWORK
Special Wallpaper Gift Illustration

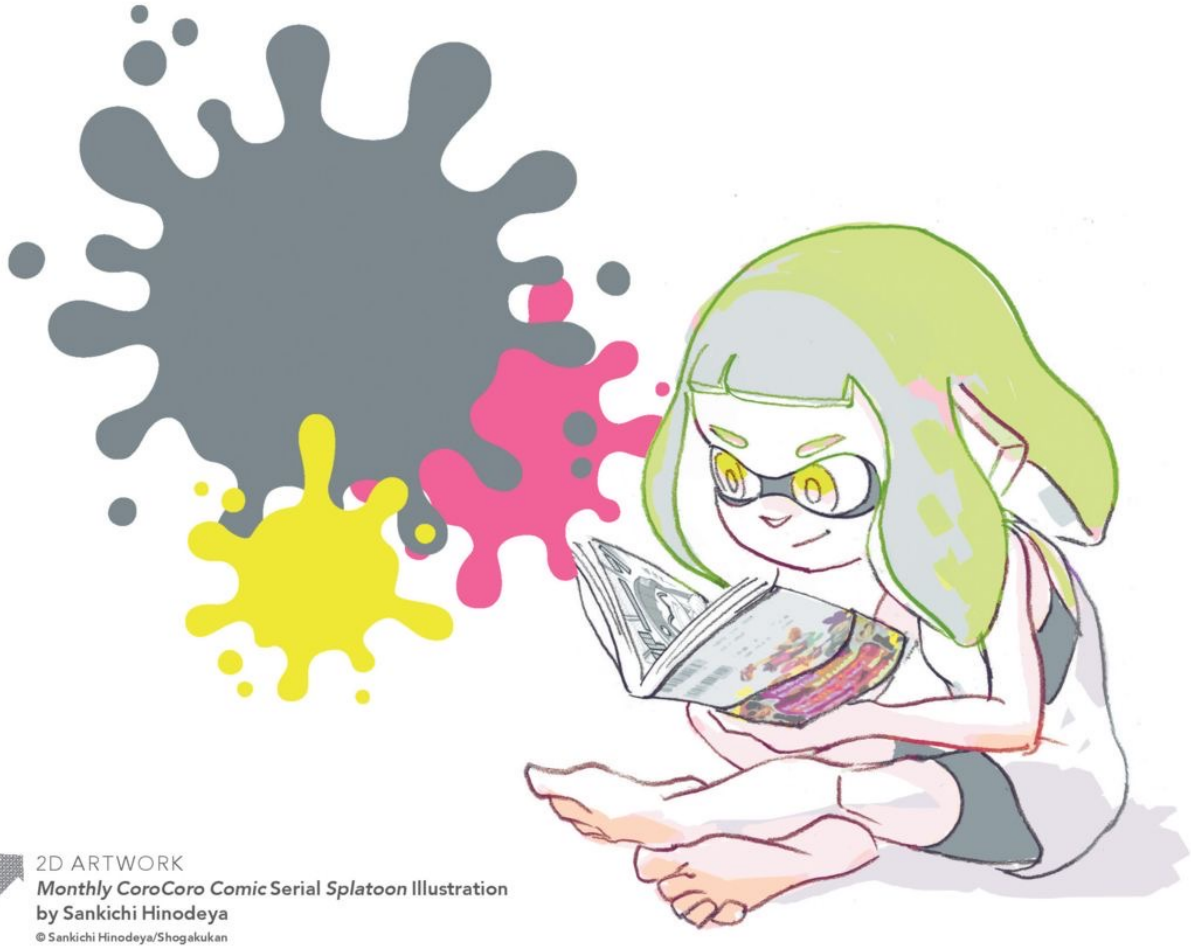
Splatoon2

2D ARTWORK
Single-Player Campaign Key Art



2D ARTWORK
Nintendo Switch Online Illustration

2D ARTWORK
***Splatoon 2* Nintendo Direct Illustration**



2D ARTWORK
***Monthly CoroCoro Comic* Serial *Splatoon* Illustration**
by Sankichi Hinodeya

© Sankichi Hinodeya/Shogakukan

2D ARTWORK
Wet Floor CD Cover

2D ARTWORK
Splatoon Koshien 2018 Illustration

2D ARTWORK
Splatoon Koshien 2018
Judd & Li'l Judd Illustration

2D ARTWORK
Splatfest Illustration: Rock vs. Pop

2D ARTWORK
Splatfest Illustration: Mayo vs. Ketchup

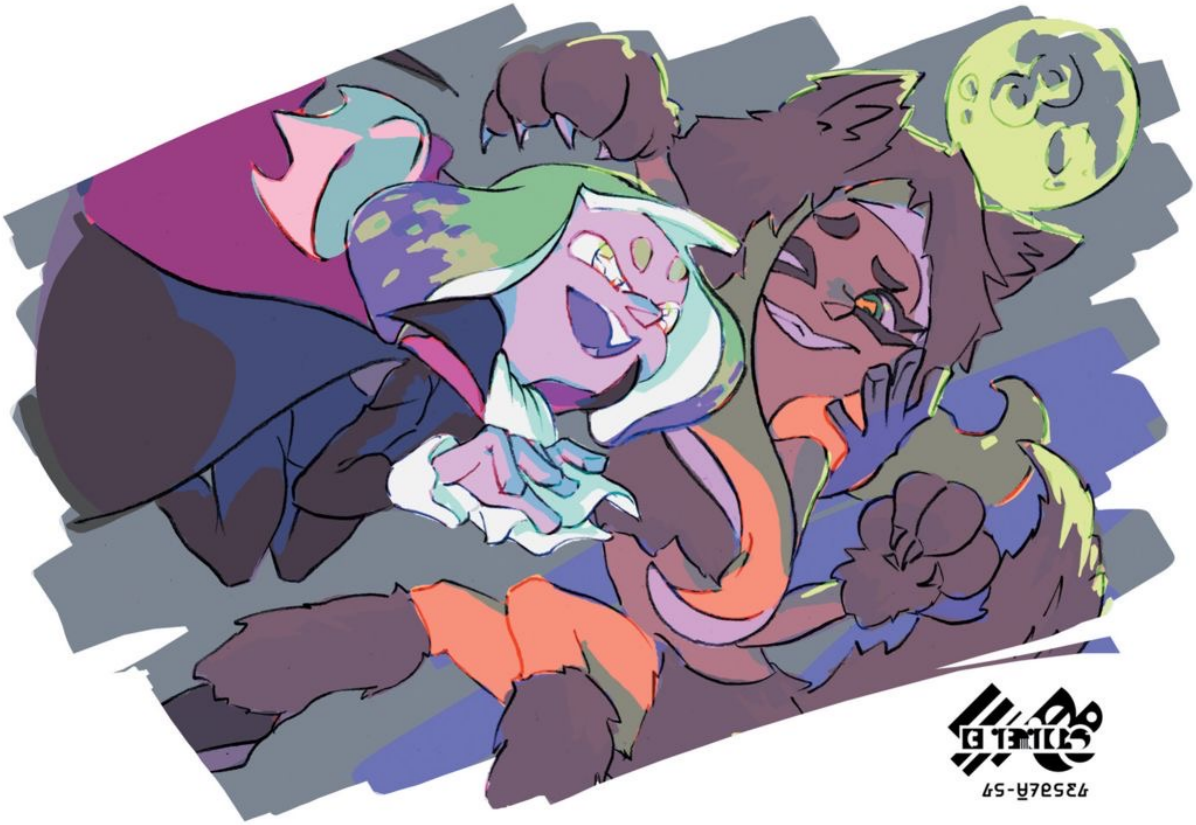
2D ARTWORK
Splatfest Illustration: Flight vs. Invisibility

2D ARTWORK
Splatfest Illustration: McDonald's French Fries vs. Chicken McNuggets

2D ARTWORK
Splatfest Illustration: Agility vs. Endurance

2D ARTWORK
Splatfest Illustration: Front Roll vs. Back Roll

2D ARTWORK
Splatfest Illustration: Vampire vs. Werewolf



3D ARTWORK

Equipped with crazy weapons and the latest gear, Inklings plunge headlong into heated Turf Wars. You can tell from their ever-confident expressions that they love to compete.

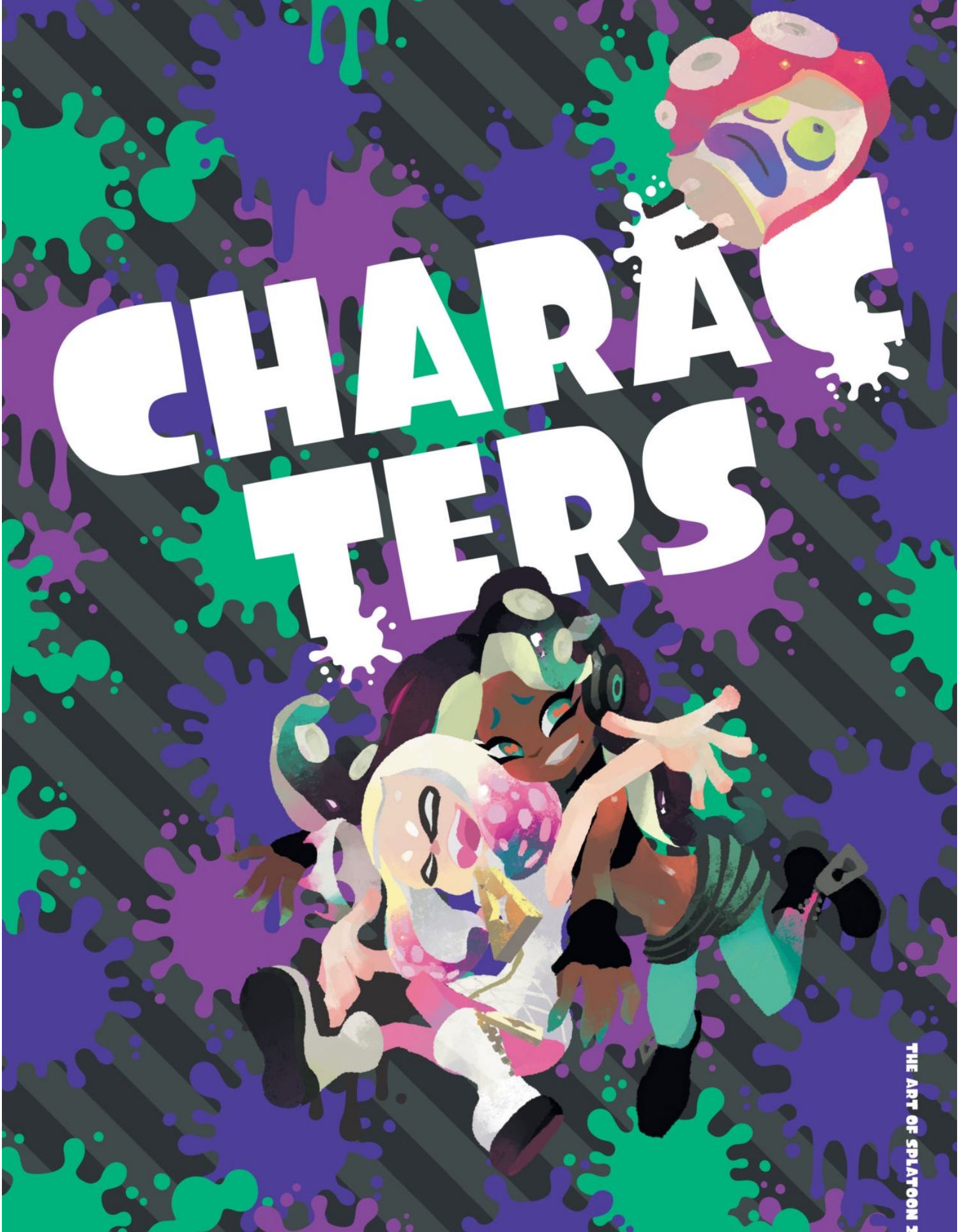
3D ARTWORK
Key Art

3D ARTWORK
Player Illustration: Salmon Run

3D ARTWORK
Player Illustrations:
Single-Player Campaign

3D ARTWORK
Splat & Chat Headset Illustration

CHARACTERS



INKLINGS

Inklings have a passion for fashion and are always aware of the latest trends. They dive headfirst not only into Turf Wars, but also into figuring out which outfit is going to let them express themselves best.

GIRL

BOY

Inklings Can Seamlessly Switch between Squid and Kid Forms

While Inklings start out as squids, as they grow they develop a humanoid form and set out for the cities. There they participate in Turf Wars and polish their fashion sense on their way to becoming truly fresh. It's said that Inklings that hang out in Inkopolis Square are the trendiest in all of Inkopolis.

SINGLE PLAYER CAMPAIGN

BOY & GIRL
Hero Suit Design Concept, Part 1

BOY & GIRL
Hero Suit Design Concept, Part 2

Agent 4 Battles the Octarian Hordes

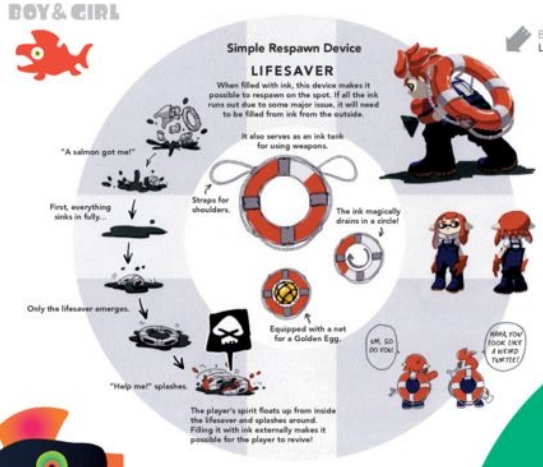
Agent 4 is a second-generation Turf War kid who blasts through any situation with ease. Agent 4 wasn't really familiar with the Squid Sisters, but not from a lack of interest. They just happened to be busy with extracurriculars.

Upgraded Hero Suit

Marie made this anti-Octarian gear by upgrading the old Hero Suit. She used the one that Callie used to wear and tailored it to fit Agent 4. The suit is made from an extremely light and flexible material that can handle extreme sliding actions when using a Ride Rail and doing tricks or maneuvers.

BOY & GIRL
Hero Suit Design Concept (1)

BOY & GIRL
Hero Suit Design Concept (2)



BOY&GIRL
Lifesaver Design

BOY&GIRL
Salmon Run Design

BOY&GIRL
Salmon Run–Specific Outfit Design (1)

BOY&GIRL
Salmon Run–Specific Outfit Design (2)

BOY&GIRL
Boy's Hairstyles (1)

HAIRSTYLE

BOY&GIRL
Girl's Hairstyles (1)

BOY

SLICKED-BACK VERSION

BOY&GIRL
Boy's Hairstyles (2)

BOY&GIRL
Hair Texture

GIRL

SHORT-HAIR VERSION

DESIGNED TO LOOK LIKE A SPRINTER.

BOY&GIRL
Girl's Hairstyles (2)

BOY & GIRL
Girl's Hairstyles (3)

HAIRSTYLE

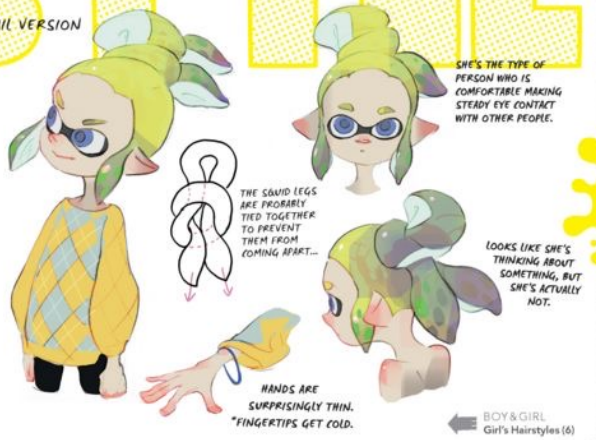
BOY & GIRL
Boy's Hairstyles (3)

BOY & GIRL
Girl's Hairstyles (4)

BOY & GIRL
Girl's Hairstyles (5)

GIRL

PONYTAIL VERSION



BOY & GIRL
Girl's Hairstyles (6)

BOY & GIRL
Fashion Concepts (1)

BOY & GIRL
Fashion Concepts (3)

FASHION FASHION FASHION

BOY & GIRL
Fashion Concepts (2)

BOY & GIRL
Fashion Concepts (4)

FASHION

REMAINING GIRL GEAR IDEAS.

WEARING A HOODIE IN A GROWN-UP WAY.

THE TONGUE IS SO BIG THAT IT COVERS UP THE KNOT.

BOY & GIRL
Fashion Concepts (5)

BOY

GIRL

BOY & GIRL
Losing Animation

BOY & GIRL
Fashion Concepts (6)

- THE KIND OF PERSON WHO PAINTS THEIR ROOM PURE WHITE.
- DOES POORLY IN DIRECT SUNLIGHT.

THIN PARKA

- SHE'S CHASING AFTER A FAMOUS BOY SINGER SOLO ACT.
- LIVES IN A PLACE WITH POOR PUBLIC TRANSPORTATION.

WHAT ARE THESE CALLED AGAIN?

SNOWY HIGH-TOPS

FASHION

FALL/WINTER INKLINGS

VISIONS OF THINGS I WOULD LIKE TO SEE THEM WEAR.

VEST SHIRTS

SNEAKERS DENIM JACKETS

BOHEMIAN

BAND TEES

WOULD BE NICE...

Eva

CHIRPY CHIPS
(POSITIONED LIKE A VIDEO GAME CONTROLLER)

BOY & GIRL
Fashion Concepts (7)

FASHION

BOY&GIRL
Fashion Concepts (9)

FASHION

BOY&GIRL
Fashion Concepts (10)

BADMINTON CLUB.
CRIES A LOT.
LOW BLOOD PRESSURE.

NOTHING DIM.
ONLY EATS POTATOES.

TOUCH RUGBY CLUB.
THE RESPONSIBLE ONE WHO WALKS THE PET.

FAST.
HAS A YOUNGER SISTER THAT IS CUTE.

BOY&GIRL
Character Concept (1)

HIGHLIGHTING STAR PLAYERS 1:
STAR SQUIDKIDS

STAR SHOOTER FOR THE DOCK OF BAY TEAM. HE HAS CONTINUED TO DOMINATE THE LEAGUE FOR SEVERAL YEARS WITH HIS RAPID CROSSOVER DRIVE THAT HE'LL USE WITHOUT A MOMENT'S HESITATION. THE OFFENSE BORN FROM THOSE FLASHY MOVES IS CAPTIVATING TO WATCH.

POISON BOTTLE

A REVAMPED VERSION OF THE DYGRAFTOR. THE ORIGINAL MADE A POWERFUL POISON BY MIXING TOGETHER TWO KINDS OF INK, BUT ITS WEAKNESS WAS THAT THE MIXED INKS COULD NOT BE STORED FOR VERY LONG. OVERCOMING THIS ISSUE IS WHAT LED TO THE DEVELOPMENT OF THE POISON BOTTLE. BY STORING THE TWO INKS SEPARATELY IN DIFFERENT BOTTLES AND ONLY MIXING THEM WHEN FIRING, THE MAINTENANCE COSTS ARE SIGNIFICANTLY REDUCED. THIS WAS A MAJOR IMPROVEMENT THAT CAME WITH A FEW CHANGES TO ITS PERFORMANCE, BUT IT SEEMS LIKE THE PLAYERS AREN'T TOO CONCERNED ABOUT IT.

SQUIDKID SIGNATURE SHOES

ADOPTING THE ENDERRY FIT, THESE SHOES SUITED IN DRAWING OUT THIS STAR SHOOTER'S SPECIALIZED INSIDE STEP TO ITS LIMIT. HIS FIRST PAIR OF SIGNATURE SHOES BECAME THE FIRST MODEL TO BEAR HIS SIGNATURE.

BOY&GIRL
Fashion Concepts (11)

BOY&GIRL
Fashion Concepts (12)

BOY&GIRL
Fashion Concepts (13)

BOY&GIRL
Fashion Concepts (14)

BOY&GIRL
Fashion Concepts (15)

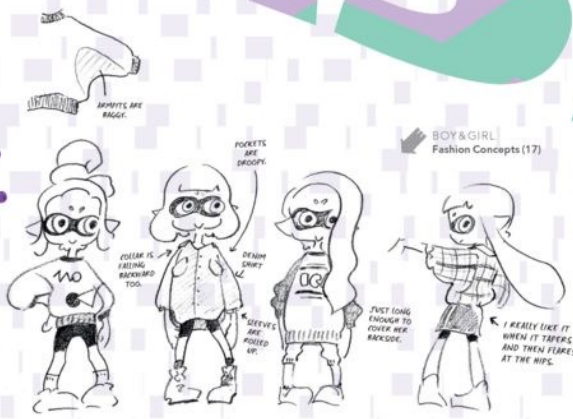
Time Machine Cap $68 + Tax

Fresh. Dope. On point. Skinny.

glitch print T ¥4,800 + Tax

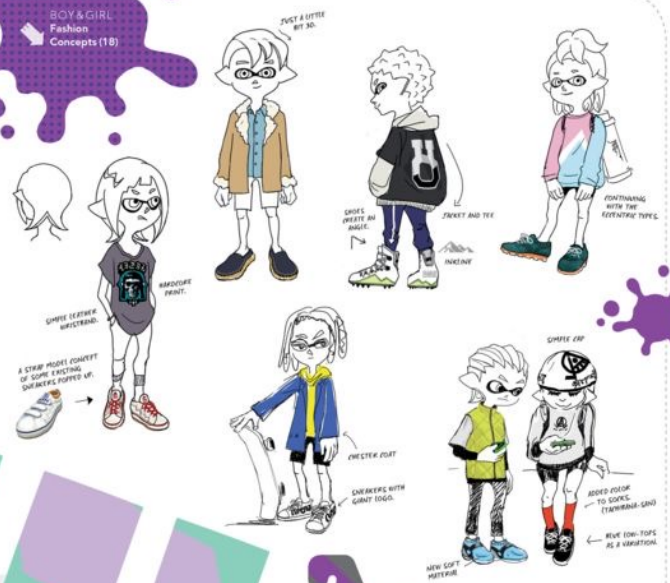
FASHION

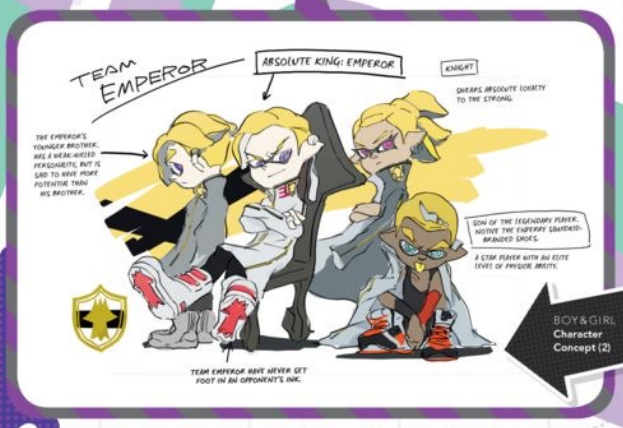
BOY & GIRL
Fashion Concepts (16)



BOY & GIRL
Fashion Concepts (17)

BOY & GIRL
Fashion Concepts (18)





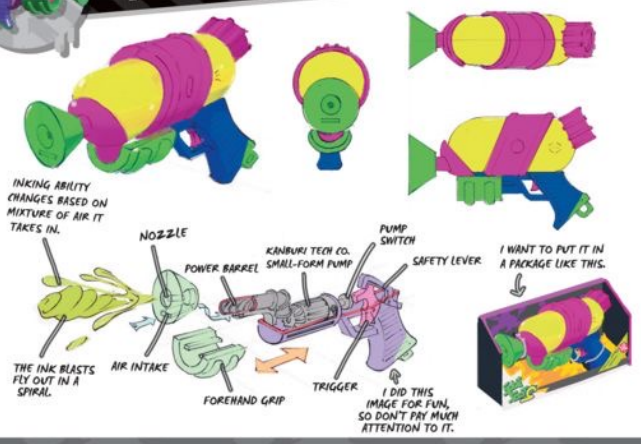
BOY & GIRL
Character Concept (2)

WEAPONS

MAIN

A weapon's range and attack power are important, sure, but so is its appearance! We've obtained some very detailed plans from the weapon makers, which we're bringing to you here. These will give you a whole new reason to love them!

Splattershot



Hero Shot

Splat Roller

Flingza Roller

MAIN

Splat Charger

MAIN

E-liter 4K

MAIN

Goo Tuber

MAIN

Dapple Dualies

MAIN

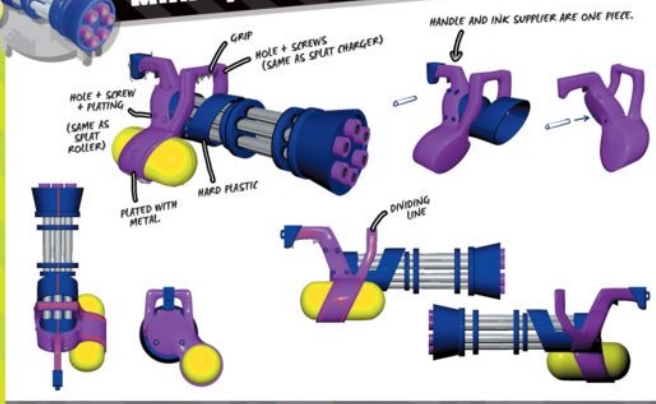
Splat Dualies

Dualies Are Dope!

Splat Dualies were developed by shrinking existing ink-firing mechanisms. They were originally created to be a one-handed weapon, but that plan was almost scrapped when it turned out that they had weak suppression capabilities and therefore weren't practical. It was then that the founder asked, "Couldn't you just hold one in each hand?" This led to the creation of a weapon with sufficient ink output and unmatched mobility—the Splat Dualies were born.

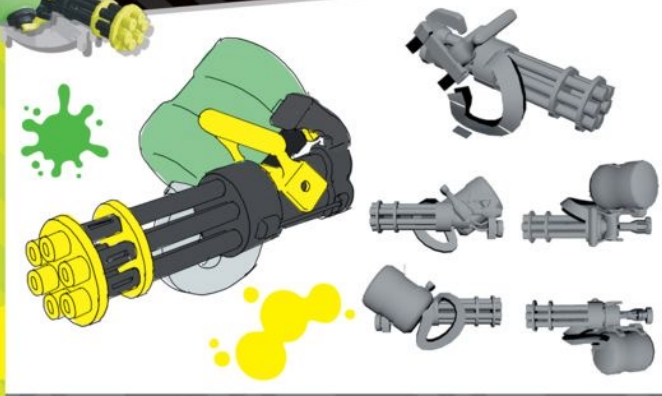
MAIN

Mini Splatling



MAIN

Heavy Splatling



MAIN

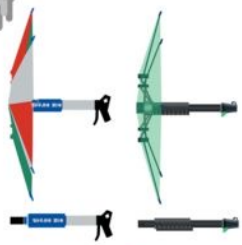
Clash Blaster

MAIN

Slosher

MAIN

Splat Brella

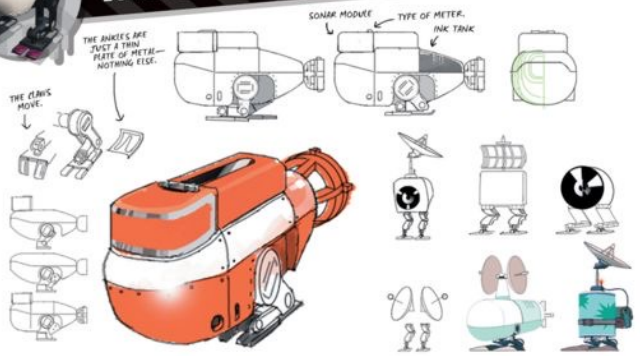


The Ultimate Combination of Offense and Defense

This weapon was developed by a company that originally made ordinary keep-the-rain-off-your-head umbrellas. This well-established company recruited many talented umbrella artisans and made its name utilizing their traditional techniques—its Umbrella for Turf Wars line, created by the company's New Products Development Division, became a major hit. The electrifying appearance of a new, unexpected weapon maker sent shock waves through the Turf War scene.

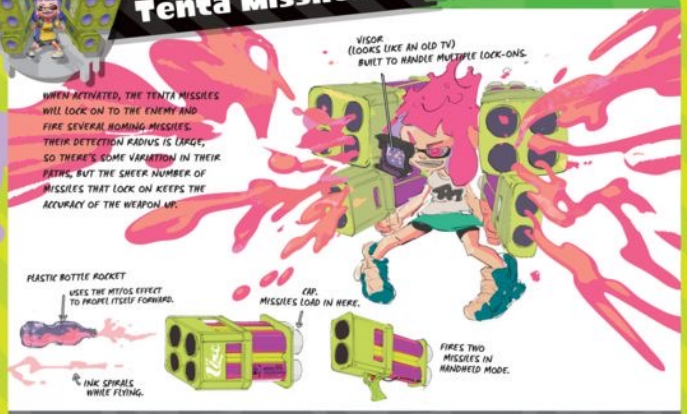
SUB

Autobomb



SPECIAL

Tenta Missiles

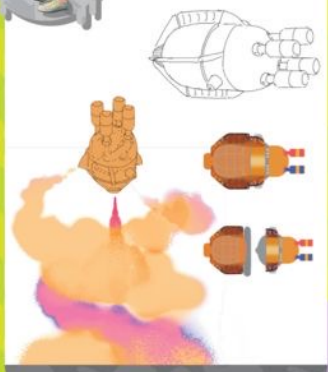


SPECIAL

Inkjet

SPECIAL

Ink Storm



SPECIAL

Baller

The Results of Research!

The Baller was invented when researchers analyzed how to preserve ink released by Inklings during the use of special weapons. Their studies revealed that in order to contain all of the ink, the current Baller prototype would need to be seven times its regular volume. However, at that size, it wouldn't be able to move around the stage—so they settled on a design that could temporarily hold a portion of the ink while releasing the rest gradually as the Inkling inside moved.

SPECIAL

Bubble Blower

GEAR

HEADGEAR

Putting on stylish gear will make any Inkling's day! Every gear brand works to make fashionable, functional products that meet the needs of their Inkling wearers.

HEADGEAR

Squidfin Hook Cans

HEADGEAR

Takoroka Visor

HEADGEAR

MTB Helmet

HEADGEAR

Hockey Helmet

HEADGEAR

Painter's Mask

A Breath of Fresh Air for Charger Users

A rumor that popularized the Painter's Mask is that it would heighten the concentration of Inklings who wielded the Charger. These masks are also used when tagging to protect the respiratory system from fine airborne particulates released during painting. Still, the ink that gets fired around Turf Wars is harmless—even if you drank it, you'd be just fine!

CLOTHING

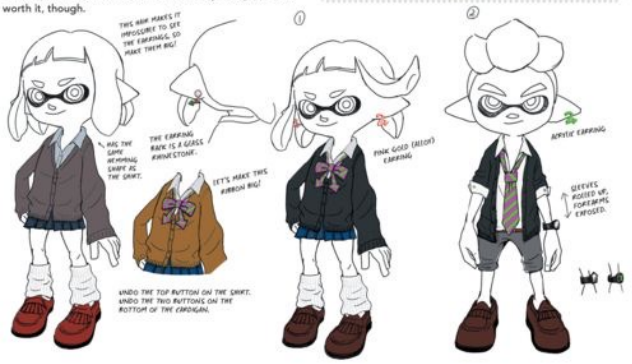
Takoroka Winderusher

CLOTHING

School Cardigan

Fabulous, Even in the Classroom

Inklings are normally pretty easygoing, but they spend an inordinate amount of energy fussing over their clothing, like stretching out their cardigans' sleeves and shortening their skirts. In fact, they waste so much time seeking perfection that they often lose track of time and end up being late—it's worth it, though.



CLOTHING

Squinja Suit

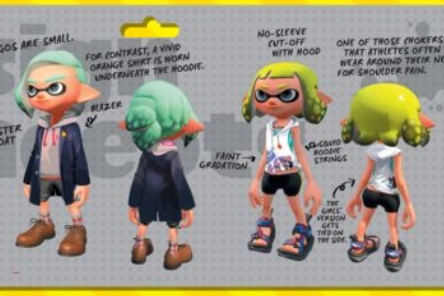
CLOTHING

Power Armor Mk I

CLOTHING

Eminence Jackets (Japan Only)

Clothing Design Concepts



SHOES

SHOES

Dakroniks

SHOES

Piranha Moccasins

SHOES

Orca Hi-Tops

SHOES

Red & Black Squidkid IV

SHOES

Mesh Sneakers

SHOES

Delta Straps

An Unrivaled Fit

Delta Straps are the premier pair of outdoor sandals from Inkline. The straps keep your feet firmly in place, but you'll barely notice they're there. Fashionable Inklings pull off wearing the sandals with socks, but it does feel good to wear them barefoot. They come in a variety of colors and are popular among Inklings because they're washable and dry quickly—even if they get covered in ink!

SHOES

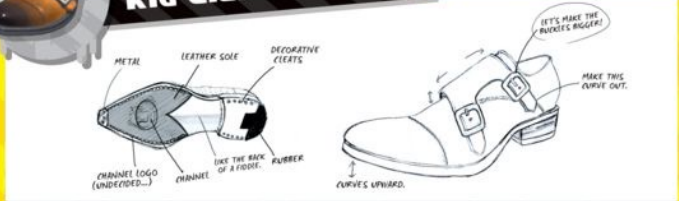
Hunting Boots

SHOES

Roasted Brogues

SHOES

Kid Clams



SHOES

N-Pacers

SHOES

Enperrials (Japan Only)

Design Concepts

Denizens of

INKOPOLIS SQUARE

Inkopolis Square is the birthplace of many trends in music, culture, and more thanks to all of the unique, cutting-edge characters who live and work there.

Off the Hook

PEARL

MARINA

Cute and Powerful: The New Generation of Artists

The cute, crazy, acid-tongued genius rapper Pearl and the earnest, forgetful, and innovative DJ Marina make up this duo. Their unrivaled music captivates Inklings and has the artists dominating the charts. Marina produces the tracks and Pearl raps over them, putting Off the Hook on top of a new generation of artists who write and produce their own music and lyrics. They're often called icons who represent the new generation of Turf Wars.

The Miraculous Voice That Will Free Your Heart

Pearl steers Off the Hook's rapping and vocals. She's originally from Calamari County, which is famous for its folk songs. At twenty-one years old, Pearl distinguished herself from other musicians with her uniquely developed vocal cords that shatter audio systems when she sings. Because of this, her fans have dubbed her the "club destroyer." In order to keep her audio systems afloat, Marina mixes backing tracks into the audio that cancel out part of Pearl's vocal resonance. At two thousand times the standard frequency required to produce "mind-blowing waves," Pearl's voice draws attention from the psychoacoustic field.

Brimming with Music, Character, and Charm

Marina is Off the Hook's eighteen-year-old DJ, vocalist, songwriter, producer, and news person—talk about multitalented! Despite being an Octoling, Marina has mastered the Inklings' language by herself, becoming completely bilingual. She's tech savvy and absolutely fastidious when it comes to wiring sound systems. As for her hobbies, Marina reads a ton of manga and is said to be practicing her cross-hatching in secret!

INKOPOLIS NEWS

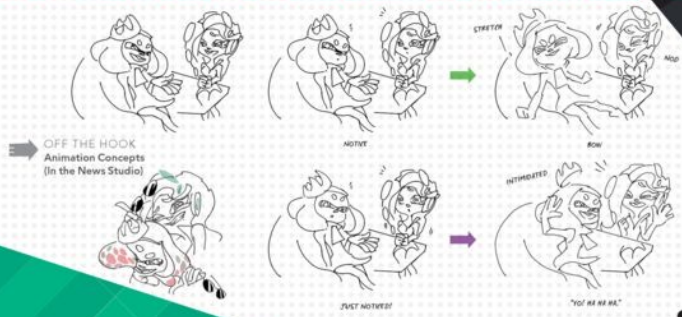
OFF THE HOOK
Inkopolis Square Kicking Off a Splatfest

OFF THE HOOK
News Studio Concepts

OFF THE HOOK
Animation Concepts (Delivering News)

OFF THE HOOK
News Studio Equipment

OFF THE HOOK
Animation Concepts (In the News Studio)

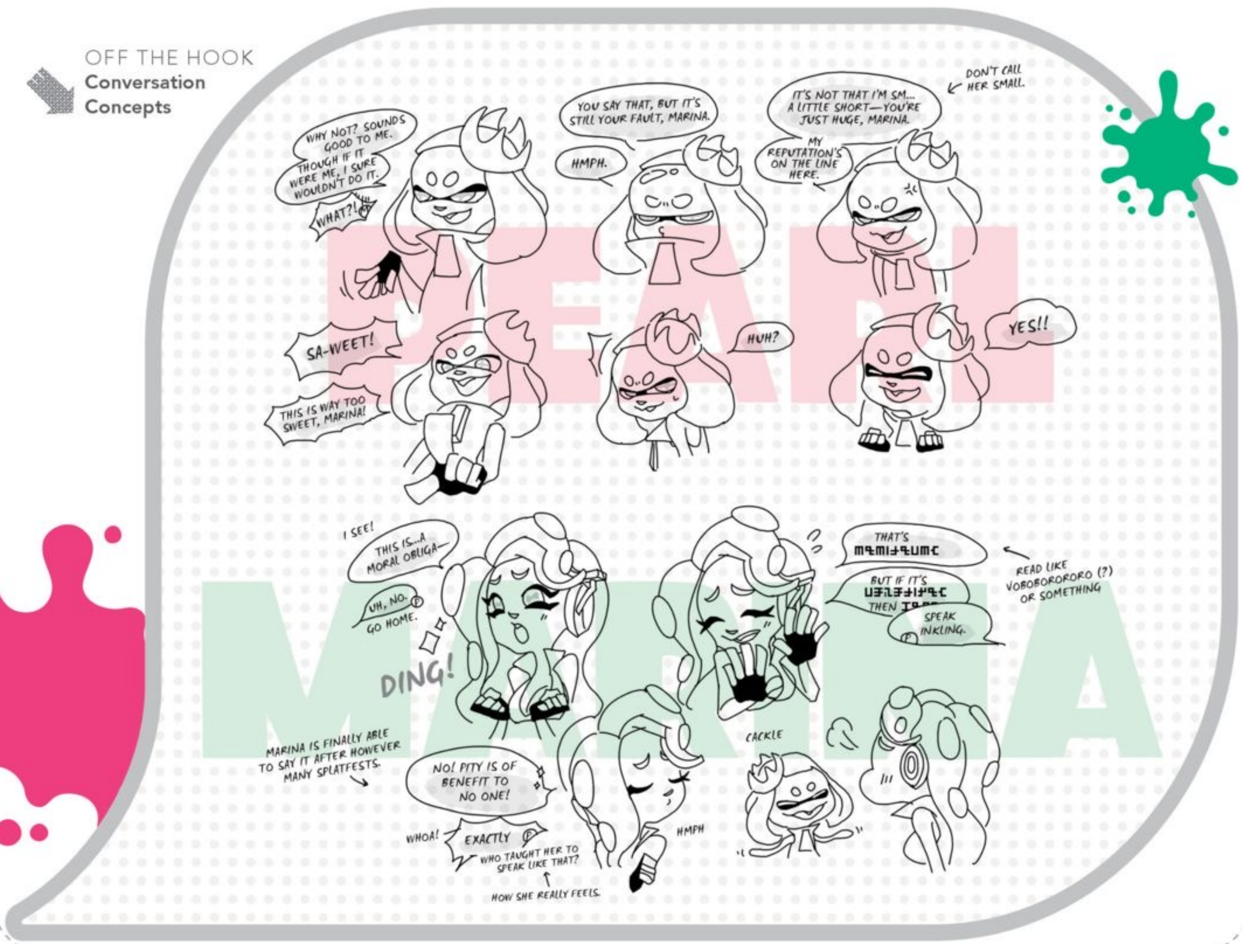


OFF THE HOOK
Near-Final Design Concepts

OFF THE HOOK
Pose Concepts

OFF THE HOOK
Outfit Designs

OFF THE HOOK
Conversation Concepts



OFF THE HOOK
Initial Design Concept (2)

OFF THE HOOK
Initial Design Concept (3)

OFF THE HOOK
Initial Design Concept (4)

Squid Sisters

Their Music and Their Bond Are Shining Brighter Than Ever

This pair of cousins rocketed to stardom in the blink of an eye and are working as goodwill ambassadors for Calamari County. They moved into a slightly nicer place but are apparently still roommates.

MARIE

CALLIE

Ready for a New Battle

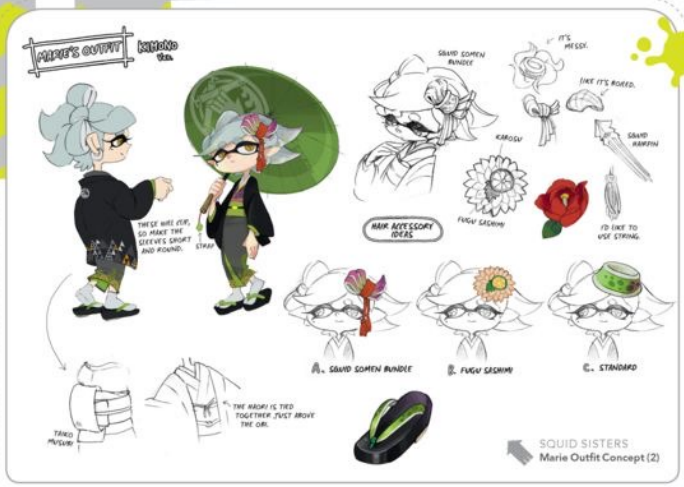
She is the more serious of the Squid Sisters. She recruits a young hero from Inkopolis Square to help in searching for her missing cousin, Callie. She doesn't normally wear a kimono, but she's trying to give off a masterful vibe. She's hooked on the TV drama that Callie stars in and is scheming to increase the number of her followers.

Always Direct, She Hates to Lose

She is the Squid Sisters' comedian. She parlayed their runaway success into a golden opportunity to appear in a prime-time TV drama. She is merely a college classmate of the main character's friend, but she has won popularity for being fun to watch whenever she appears on the screen. For someone who's used to always getting plenty of sleep, the early-morning, on-location shoots were particularly tough. She was at the peak of her popularity in both music and television when suddenly a report came in saying that she had gone missing!

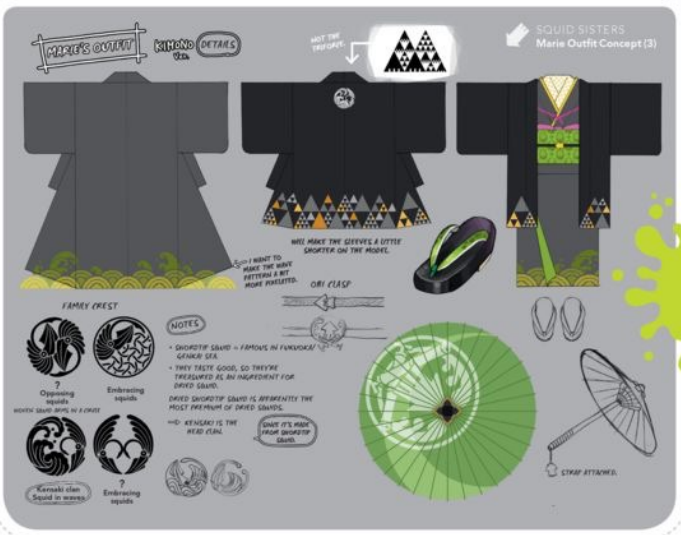
SQUID SISTERS
Marie Outfit Concept (1)

SQUID SISTERS
Agent 2 Outfit Concept



SQUID SISTERS
Marie Outfit Concept (2)

SQUID SISTERS
Marie's Outfit



SQUID SISTERS
Marie Outfit Concept (3)

CALLIE

SQUID SISTERS
Callie Initial Concept

SQUID SISTERS
Agent 1 Outfit
Concept

SQUID SISTERS
Callie Outfit
Concept (1)

SQUID SISTERS
Callie Outfit
Concept (2)

SQUID SISTERS
Brainwashed Callie Concepts

SQUID SISTERS
Marie Outfit Concept (4)

SQUID SISTERS
Niconico Super Party
Squid Sisters Autograph

I'm gonna do my best! Thank you!—Marie

I can't believe it—our first arena gig! Let's have a blast!—Callie

CALLIE OUTFIT SKETCHES

START THINKING ABOUT THIS FROM THE SILHOUETTE AND COLORED AREAS.

REQUIREMENTS
• DON'T WORRY ABOUT ROPE STRUCTURE.
• MOVES A LOT AND THERE'S ALREADY AN ANIME WITH HER IN IT SO GIVE HER A SIMPLE STRUCTURE THAT'S UNLIKELY TO CLIP.
• FEELS COMPLEX.

I REDRAWED THIS WHILE DRAWING, BUT INKINGS MAY RESTRUCTURE...

SQUID SISTERS
Callie Outfit
Concept (3)

SQUID SISTERS
Post-Hero Mode Concepts

Sheldon

The Famed Weapon-Fanatic Shop Owner

Sheldon is the weapon-loving third-generation owner of Ammo Knights. Using funds from the sales of Sheldon's Picks, he recently opened a new store at the front of Inkopolis Square. In addition to running his stores, Sheldon also serves as director of the recently founded Turf Wars association. Due to the excessive amount of time that his speeches took during assemblies, a time limit was instituted.

Flow & Craymond

A Reliable Partner Who Looks Out for Flow

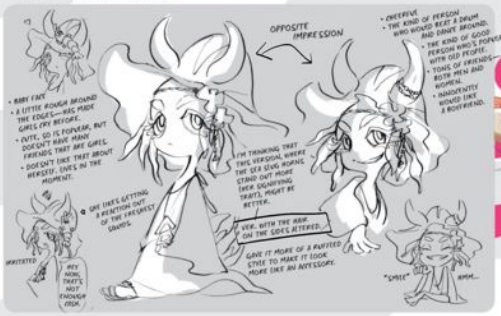
Craymond has been with Flow ever since she unexpectedly found him floating around her head while on a trip. Fittingly, her response was, "There's something on my head . . . hilarious!" The truth of it is that she was spectacularly lost and hadn't realized it, and he couldn't just sit by and not help, so he joined up with her.

"Hello, My Little Inkfish!" The Slightly Spacy Yet Charismatic Clerk

Flow is the store manager for the headgear shop Headspace. She seems to be a bit older than her customers, but it's impossible to tell how old she truly is because of her baby face. Teasing the younger Inklings is one of her favorite pastimes. Flow was traveling on a working holiday when she met the owner of Headspace, which ultimately led to her being entrusted with the Inkopolis Square store.

FLOW & CRAYMOND
Initial Design Concepts (1)

FLOW & CRAYMOND
Initial Design Concepts (2)



FLOW & CRAYMOND
Relationship with Craymond

FLOW & CRAYMOND
Final Design

FLOW & CRAYMOND
Hero Suit Design Concept (2)

Jelfonzo

The Influential Fashionista Dominating the Trends in the Inklings' World

Jelfonzo runs Ye Olde Cloth Shoppe. He came to be when he split off of Jelonzo while Jelonzo was in Inkopolis. It is said that jellyfish share a collective consciousness across a colony, but it has been confirmed that each one has its own interests and personality. Jelfonzo and Jelonzo are particularly unique because they have the ability to converse with other creatures using speech.

Bisk

This Musician's Long Limbs Perfectly Showcase His Unique Shoes

Bisk is the proprietor of the shoe shop Shella Fresh and originally comes from an area up north. With his long limbs and laid-back personality, he exudes the kind of cool you just can't teach. He came to Inkopolis Square to pursue a career in music. He was a bassist in his band back home, but after they broke up, he took on the role of lead guitarist and songwriter with a new one. One of his many talents is that he can make bubble baths without an outside product.

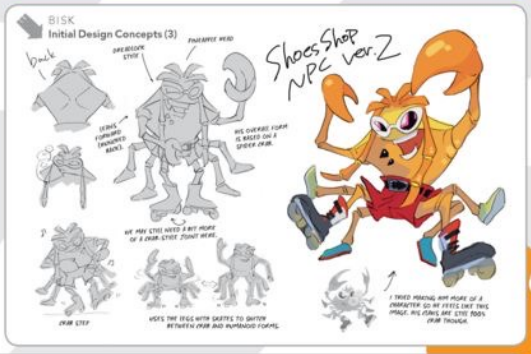
BISK
Initial Design Concepts (1)

BISK
Initial Design Concepts (2)

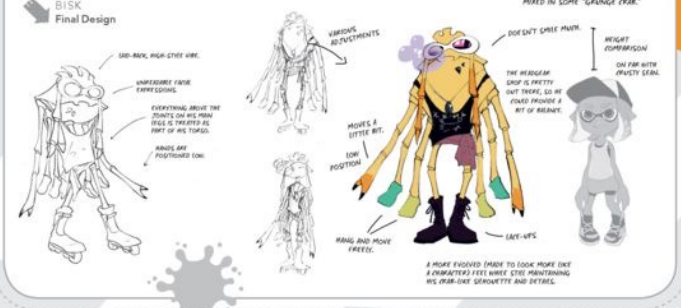
MR. CRAB
(PLACEHOLDER)

A RETURNEE CHED BORN IN CALIFORNIA. A NATURE-BORN PARTY PERSON. HE GOES TO THE GYM EVERY DAY LOOKING FOR HIP GIRLS, BECAUSE HE'S A CRAB.

BISK
Initial Design Concepts (3)



BISK
Final Design



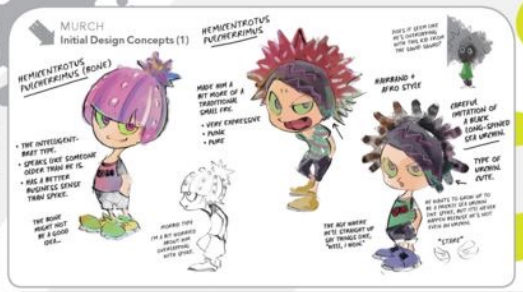
Murch & Spyke

Quick and Thorough Is His Motto

This young banded sea urchin moved to Inkopolis Square to be hip like Spyke. His enthusiasm for what he does means that he works much more than Spyke, and as a result, the Inklings all acknowledge that he is pretty good for a kid. He plays video games in his downtime but has enough willpower to stop the instant someone talks to him.

MURCH
Final Version

MURCH
Initial Design Concepts (1)



MURCH
Murch's Logo

MURCH
Initial Design Concepts (2)

SPYKE
Initial Concepts

SPYKE
Final Version

From Back-Alley Stall to Living the Dream

Spyke is a sea urchin living a nomadic lifestyle. He can be seen in the café next to Deca Tower. His outfits have become pretty luxurious after two years of saving. He leaves most of the work to Murch while living off whatever he makes by selling various bits of information and passing things from one side to the other.

Judd & Li'l Judd

The Immortal Cat Delivering Peerlessly Precise Judgments

Judd is a wise creature whose intellect extends far beyond simply knowing all of history. He was granted eternal life when his owner injected him with an immortality drug at the time humanity was going extinct. He is well connected, having the ear of the leaders of numerous nations. He enjoys napping in the square, so the Inklings think he is just some old stray cat. He transmits the Lobby's rules into the minds of Inklings using thought waves.

JUDD & LI'L JUDD
Li'l Judd Initial Concepts

JUDD & LI'L JUDD
Bed Design Concepts

A Clone Born from Judd's Own Cells

Li'l Judd is a clone of Judd. He was placed in the same apparatus as Judd as a single cell just in case Judd did not survive being cryogenically frozen. Three months ago, a cleaning lady pulled the plug on the machine and the cell began to multiply, leading to the birth of Li'l Judd. Li'l Judd may have only just been born, but he is gunning for Judd's spot. It's rumored that he's waiting for his chance to stab Judd in the back.

Mr. Grizz

The Mysterious Wooden Statue

A statue carved from wood in the shape of the salmon's mythical ancient enemy, the bear. There's a speaker installed inside it, which passes along orders from HQ to the Inklings. There is no microphone, so it apparently cannot answer any questions it might get.

MR. GRIZZ
Initial Concepts

CRUSTY SEAN
Initial Design Concepts (1)

Crusty Sean

One Bite and You're Hooked! A Mobile Success

This tiger prawn capitalized on the most recent trend and opened a food truck at the suggestion of a futsal buddy. His calorie-laden tempura desserts are a major hit among the hip kids. After he started getting complaints about the lines in front of the Shoal, he switched from cash to exchanging meals for limited-distribution tickets.

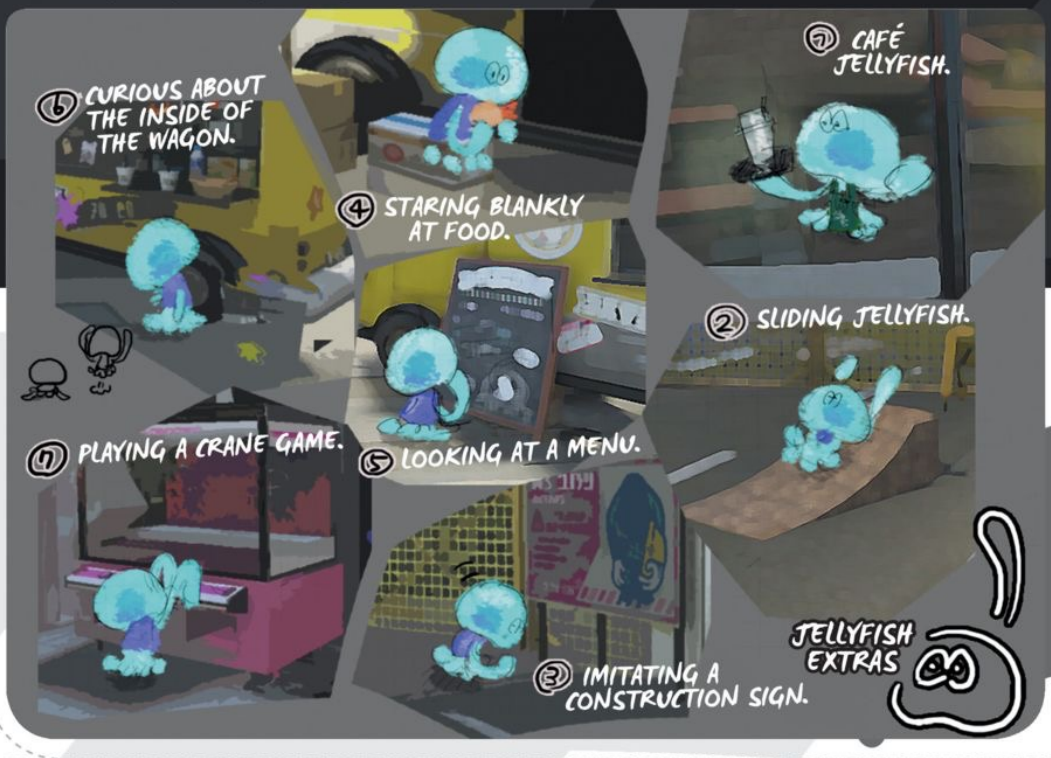
CRUSTY SEAN
Initial Design Concepts (2)

- He was 28 in the last game, so I'm thinking he's 29 or 30 now.
- He takes the street elements seriously, like changing his outfit to tempura, but his preferences have matured a bit, and the vibe that surrounds him is one of experience and confidence. He's kicking off his life's second round of being popular.
- Still, he hasn't found a girlfriend as a result or anything, so he spends most of what he's earned on hobbies. He's picked up futsal and windsurfing recently, so he's a bit tanned.
- Ultimately, though, even with a pretty fulfilling life being single, he still feels like something's missing and has a vague unease about the future.

Jellyfish

JELLYFISH
Jellyfish Onstage

JELLYFISH
Inkopolis Square Jellyfish Designs



WORLD
THE ART OF SPLATOON 2

INKOPOLIS SQUARE

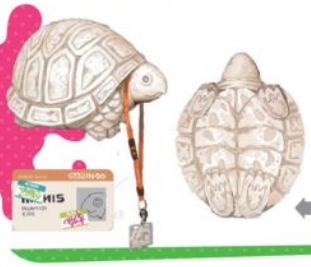
Inkopolis Square is always bustling with battle-loving Inklings. Hip shops, cafés, and news studios line the streets. This area churns out the latest, trendiest developments while being watched over by the crane and turtle deities.

INKOPOLIS SQUARE
Concept Art (1)

The Hub for the Latest Info

Two stops or a twenty-minute walk from Inkopolis, this vivacious neighborhood is a collection of eclectic businesses. The neighborhood itself has been there for a while, but it fell on hard times and was constantly dealing with minor crimes. Thanks to redevelopment efforts that kicked off about a year and a half ago, the major improvements to Deca Tower, the remodeling of stores in the Shoal, and the renewal of the Galleria gave it new life. The area is now a hangout for Inklings in the know.

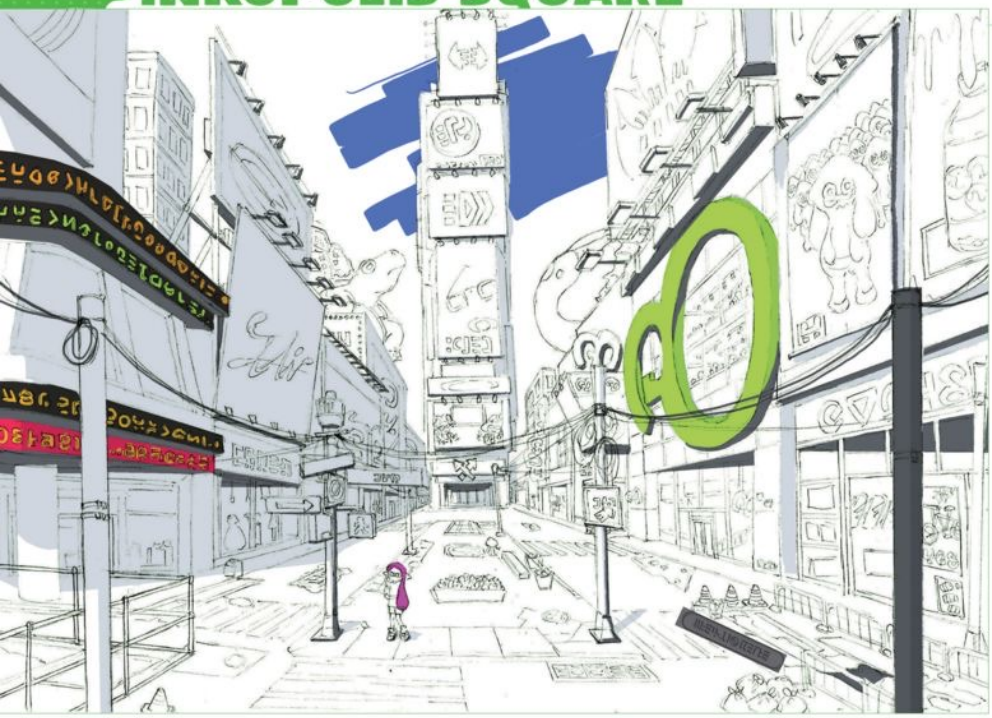
INKOPOLIS SQUARE
Studio External Design



INKOPOLIS SQUARE
Deity Design

INKOPOLIS SQUARE
Murch and Tower Design

INKOPOLIS SQUARE



INKOPOLIS SQUARE
Initial Concept Art (1)

INKOPOLIS SQUARE
Concept Art (2)

Deca Tower: The Symbol of Inkopolis Square

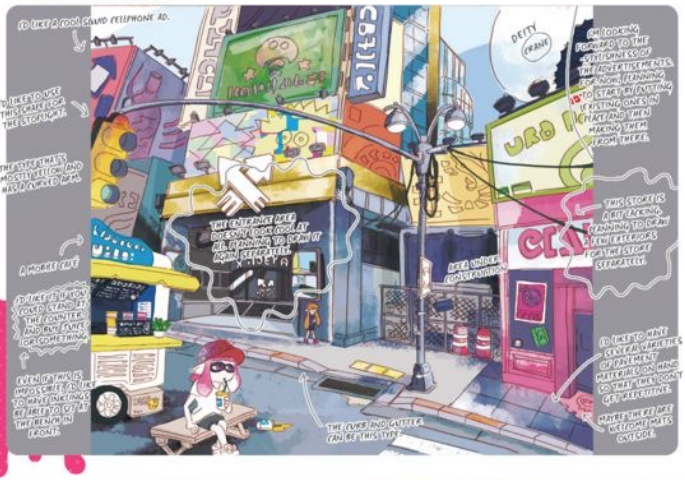
This famous skyscraper is located in Inkopolis Square. It was originally completed during the Mollusc Era in 1904 and was designed to be the headquarters of the *New Color Times* newspaper. Afterward, it became a world-famous building, home to festive New Year's celebrations where Inklings would let balloons loose and set off fireworks.

INKOPOLIS SQUARE
Galleria Exterior Design

INKOPOLIS SQUARE

INKOPOLIS SQUARE
Crusty Sean's Food Truck Design

INKOPOLIS SQUARE
Initial Design Concepts (2)



INKOPOLIS SQUARE
The Shoal Interior Design

INKOPOLIS SQUARE
Game Housing Design

Arcades Thrill the Hearts of Young Inklings

The building that houses the Shoal originally belonged to a company that had its roots in bowling alleys and has remade its stores to suit the times via billiards, table tennis, and even karaoke. The building was rebranded as "the Shoal" after the recent popularity of Turf Wars and Salmon Run. The Shoal's presence is a major factor in Inkopolis Square's popularity among young Inklings. The dancing game outside the shop lets confident players show off their performance skills!

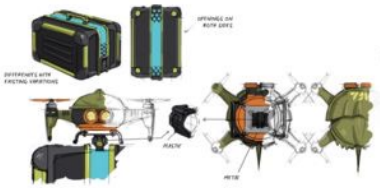
INKOPOLIS SQUARE

Ammo Knights

New Store, Latest Tech

This new branch was opened to bring features of the main store to Inkopolis Square. It not only has its own firing range but can also handle weapon repairs! Decoration orders no longer rely on outsourcing—so instead of the one-day lag from order to completion, they can now be done same day!

INKOPOLIS SQUARE
Ammo Knights Interior Design



Sheldon's Right-Hand Drone

Sheldon is busy running his store, so he made this special drone to carry weapons to Agent 4 while they're away in Octo Canyon. The delivered weapons record Agent 4's usage data and report it back to Sheldon.

INKOPOLIS SQUARE
Sheldon Drone Design Concept

Head-space

INKOPOLIS SQUARE
Headspace Interior Design

INKOPOLIS SQUARE
Headspace Interior Design Concept

The Masterful Strategy of Winning Customers' Hearts

This popular general store has branches in shopping areas across the country. While the Inkopolis Square store may not have much floor space, it ranks in the top sales slot each and every month. Because it's right on the street, Headspace often holds demonstration sales and hands out sample products. For the local Inklings, taking one of these samples to school has become a status symbol!

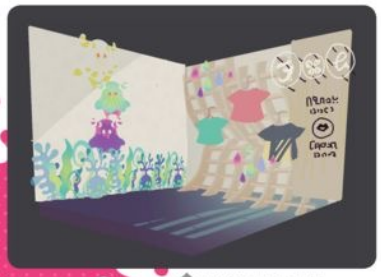
INKOPOLIS SQUARE

Ye Olde Cloth Shoppe

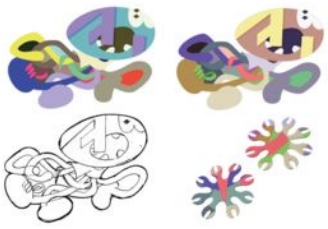
INKOPOLIS SQUARE
Ye Olde Cloth Shoppe

Fashion Sense That Shines

Ye Olde Cloth Shoppe was developed as a subsidiary retailer and brand of Jelly Fresh. While it retains a large volume of Jelly Fresh's selection, it tries to bring in new customer demographics. The company actively pursues tie-ins with other brands and even has numerous celebrity fans! Some use the nickname Olde, some use Shoppe, but most original fans just use the full name.



INKOPOLIS SQUARE
Ye Olde Cloth Shoppe Interior Design Concept



INKOPOLIS SQUARE
Interior Accessories Design Concepts

Shella Fresh

INKOPOLIS SQUARE
Shella Fresh Interior Design

INKOPOLIS SQUARE
Shella Fresh Interior Design Concept

The Appeal of Refined Customer Service

This shop carries a carefully chosen selection of shoes. It was the first notable store to open in Inkopolis Square. It opens later than other stores, but it stays open a little later as well. Shella Fresh is also frequently featured in numerous magazines for the quality of its shoe selection, making it a popular shop with a constant stream of customers. Despite the nonchalant rock atmosphere of the store, Shella Fresh is known for their excellent customer service. They put plastic covers over paper bags on rainy days and even spray shop cards with their own original scent. All this attention to detail is the reason why the store keeps winning the favor of its customers.

INKOPOLIS SQUARE

INKOPOLIS SQUARE
Grizzco Industries Concept Art

INKOPOLIS SQUARE
Grizzco Industries Interior Design

INKOPOLIS SQUARE
Mr. Grizz Concept Art

The Mysterious Company That Takes Eggs from Salmon

This fishery/trading company mainly deals in the exchange of salmon eggs, a valuable resource. The Inkopolis Square office only opens during the Salmon Run season and offers work in the form of collecting salmon eggs. The only people present in the office are the part-timers, who gather directly on the ship, so no one has actually seen Mr. Grizz's face.

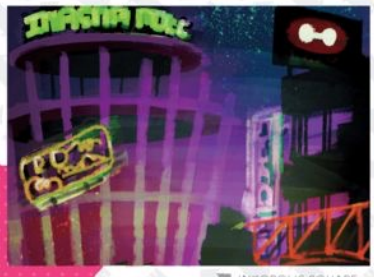
INKOPOLIS SQUARE
Grizzco Industries Lobby Design Concept

Mr. Grizz

INKOPOLIS SQUARE
Logo Design Concepts

INKOPOLIS SQUARE

INKOPOLIS SQUARE
Splatfest Concept Art



INKOPOLIS SQUARE
Concept Art (3)

INKOPOLIS SQUARE
Concept Art (4)

INKOPOLIS SQUARE
Concept Art (5)

INKOPOLIS SQUARE
Concept Art (6)

SINGLE-PLAYER CAMPAIGN

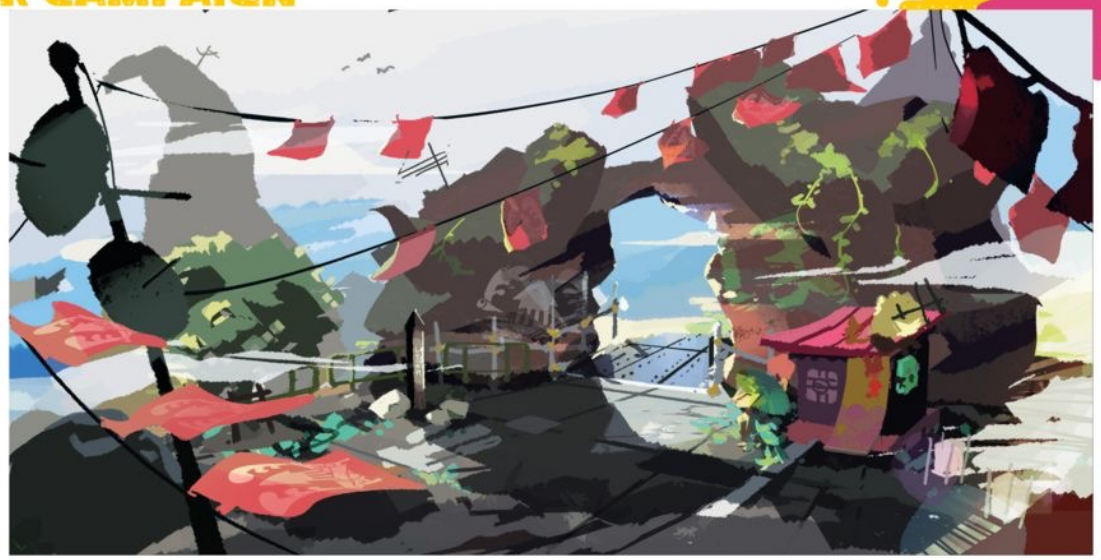
Octo Canyon

Guided by Marie, the player arrives at Octo Canyon. Here, where the Octarians live, the player is assigned the designation Agent 4 and is tasked with searching for Marie's cousin, Callie, and the Great Zapfish—the source of the city's electrical power!

SINGLE-PLAYER CAMPAIGN
Bowling Alley Concept Art (1)

SINGLE-PLAYER CAMPAIGN

SINGLE-PLAYER CAMPAIGN
Marie's House Design Concept



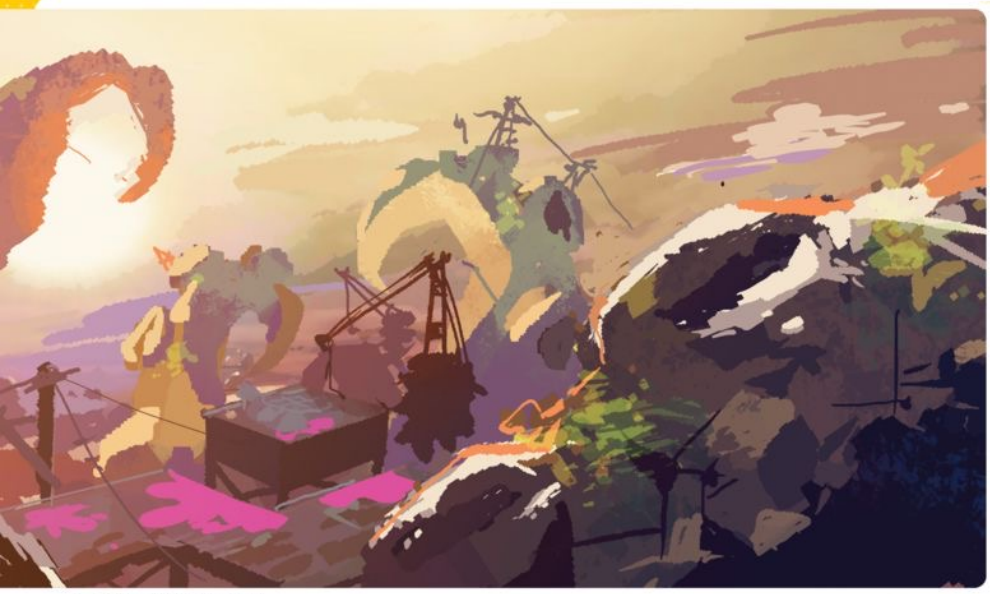
SINGLE-PLAYER CAMPAIGN
Tentakeel Outpost Concept Art

SINGLE-PLAYER CAMPAIGN
TV Design Concept

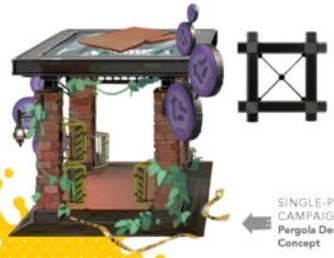
SINGLE-PLAYER CAMPAIGN
Ammo Knights Enhancifier Concepts

Enhancify Your Weapons

This machine upgrades the player's main weapons. Sheldon developed this test product to sell weapons remotely. It uses equipment that was created while researching the fundamental technologies behind converting the energy of Power Eggs and refining Sardinium.



SINGLE-PLAYER CAMPAIGN
Octo Canyon Concept Art



SINGLE-PLAYER CAMPAIGN
Pergola Design Concept

The Massive Octo Canyon

This city was developed in a giant canyon that is located a little under an hour by train and bus away from Octo Valley. It was designated as a critical commercial hub in the world of the Octarians and is home to massive distribution centers and several research facilities.

SINGLE-PLAYER CAMPAIGN
Egg Container Design Concept

SINGLE-PLAYER CAMPAIGN
Starting Location Design Concept

SINGLE-PLAYER CAMPAIGN
Area Design Concept

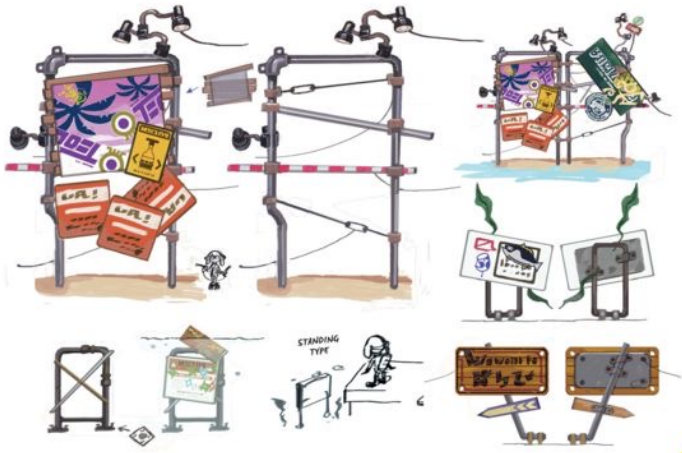
I'M GLAD THE WORLD FEELS LESS LONELY THAN 1. I'M ALSO GLAD THAT THERE'S VARIATION BETWEEN THE AREAS. BUT I'M SAD THAT IT'S BECOME OVERLY CUTE...

SINGLE-PLAYER CAMPAIGN

SINGLE-PLAYER CAMPAIGN
Resort Concept Art

SINGLE-PLAYER CAMPAIGN
Observation Tower Design Concept

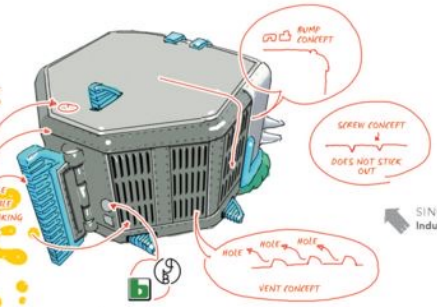
SINGLE-PLAYER CAMPAIGN
Sign Design Concepts



SINGLE-PLAYER CAMPAIGN
Banana Boat Design Concept

SINGLE-PLAYER CAMPAIGN

SINGLE-PLAYER CAMPAIGN
Industrial Squee-G Concept Art



SINGLE-PLAYER CAMPAIGN
Industrial Squee-G Design Concept

SINGLE-PLAYER CAMPAIGN
Zapfish Concept

FIGURER LIGHTBOX

SINGLE-PLAYER CAMPAIGN
Sardinium Design Concept

SINGLE-PLAYER CAMPAIGN
Ride Rail Design Concept

SINGLE-PLAYER CAMPAIGN

SINGLE-PLAYER CAMPAIGN
Bowling Alley Concept Art (2)

SINGLE-PLAYER CAMPAIGN
Bowling Pin Sign Design Concept (1)

SINGLE-PLAYER CAMPAIGN
Bowling Pin Sign Design Concept (2)

SINGLE-PLAYER CAMPAIGN
Octoseeker Concept Art

SINGLE-PLAYER CAMPAIGN

SINGLE-PLAYER CAMPAIGN
Mason Jar Design Concept

SINGLE-PLAYER CAMPAIGN
Djembe Design Concept

SINGLE-PLAYER CAMPAIGN
Octo Oven Stage Concept Art

SINGLE-PLAYER CAMPAIGN

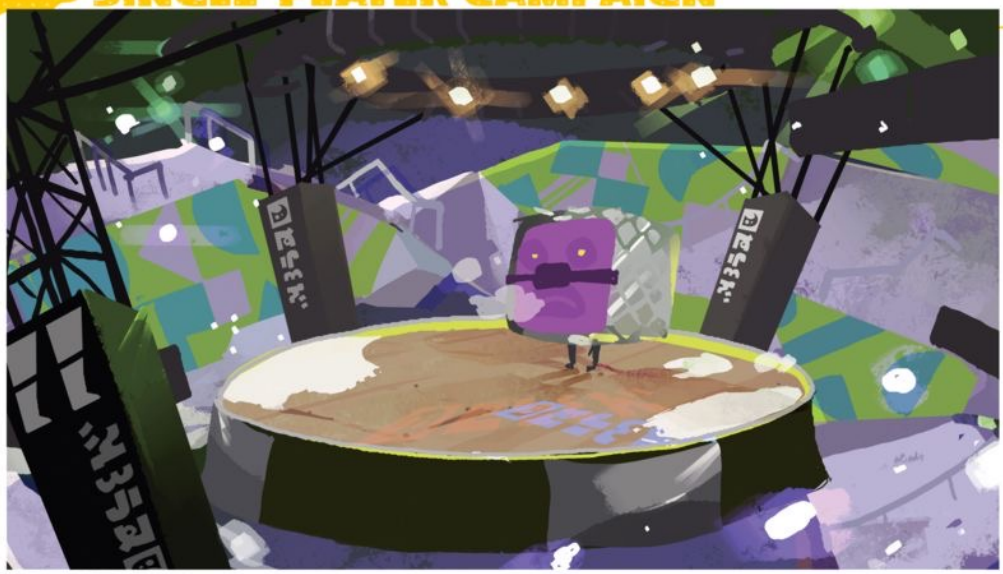
SINGLE-PLAYER CAMPAIGN
Suspended Roof Design Concept

SINGLE-PLAYER CAMPAIGN
Octo Samurai Concept Art

SINGLE-PLAYER CAMPAIGN
Gumball Machine Design Concept (1)

SINGLE-PLAYER CAMPAIGN
Gumball Machine Design Concept (2)

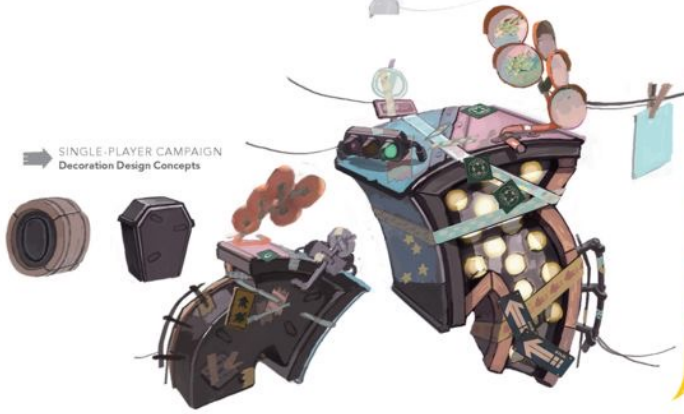
SINGLE-PLAYER CAMPAIGN



SINGLE-PLAYER CAMPAIGN
The Mighty Octostomp Concept Art

SINGLE-PLAYER CAMPAIGN
Ink Switch Design Concept

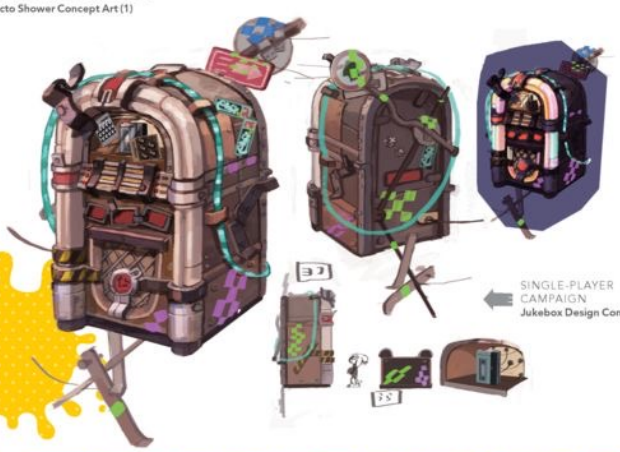
SINGLE-PLAYER CAMPAIGN
Decoration Design Concepts



SINGLE-PLAYER CAMPAIGN

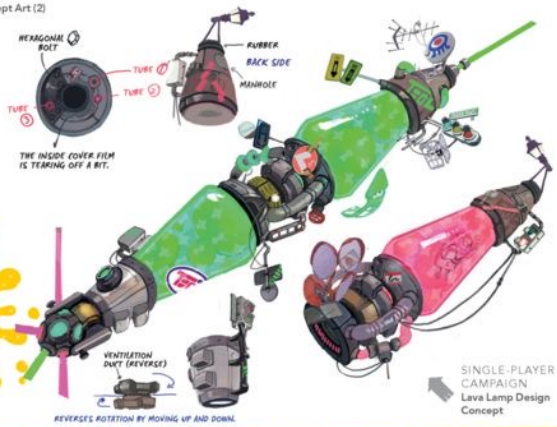
SINGLE-PLAYER CAMPAIGN
Octo Shower Concept Art (1)

SINGLE-PLAYER CAMPAIGN
Celestial Globe Design Concept



SINGLE-PLAYER CAMPAIGN
Jukebox Design Concept

SINGLE-PLAYER CAMPAIGN
Octo Shower Concept Art (2)



SINGLE-PLAYER CAMPAIGN
Lava Lamp Design Concept

SINGLE-PLAYER CAMPAIGN
Octo Shower Concept Art (3)

SINGLE-PLAYER CAMPAIGN
Octobot King II Concept Art

The Destined Encounter! DJ Octavio

DJ Octavio is the leader of the Octarians and the culprit behind the abduction of the Great Zapfish from Inkopolis Square—his dastardly solution to the energy crisis in the Octarian world. Apparently, his kidnapping of Callie, who is popular among Inklings, is boosting his approval ratings.

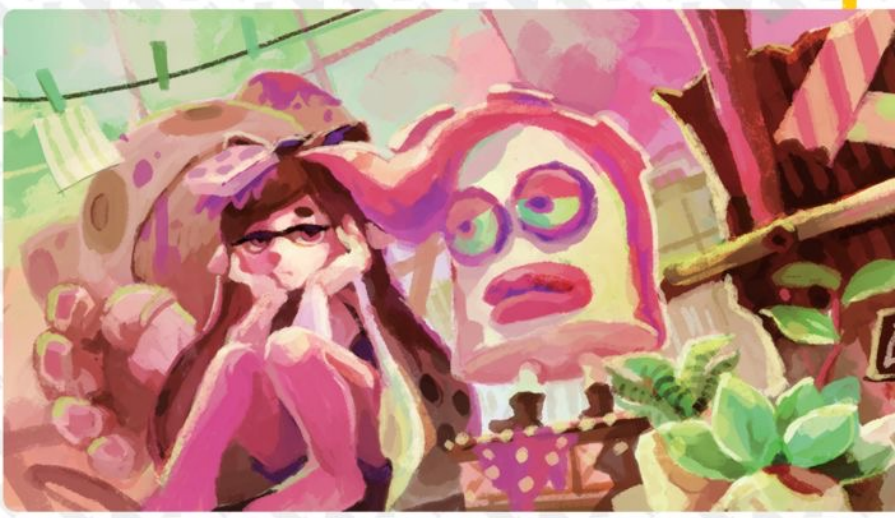
SINGLE-PLAYER CAMPAIGN
Marie's Boom Box Design Concepts

SINGLE-PLAYER CAMPAIGN
Concept Art (1)

SINGLE-PLAYER CAMPAIGN
Concept Art (3)

SINGLE-PLAYER CAMPAIGN
Concept Art (2)

SINGLE-PLAYER CAMPAIGN
Concept Art (4)



OCTARIANS

Octarian Biology Report

This official report attempts to detail the biology of the Octarians and their advanced civilization. They are a proud people, if of humble means. They may be the enemies, but they have a bizarre appeal that makes them impossible to hate. If you take a closer look, they seem almost . . . charming?

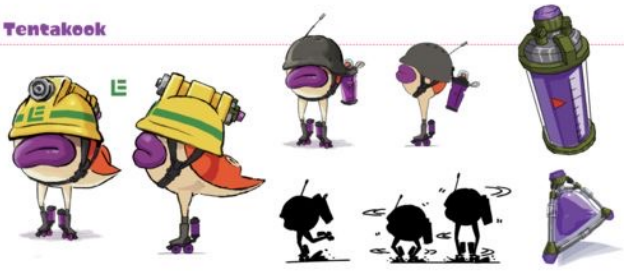
Octotrooper/Twintacle Octotrooper

Octarian Design Concepts

Speedy Twintacle Octotrooper

Fixed Location Cannon

Tentakook



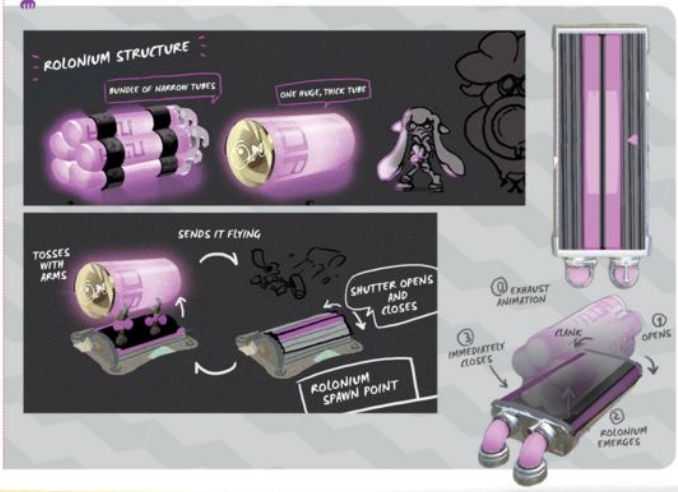
The Mighty Octostomp

Octocommander

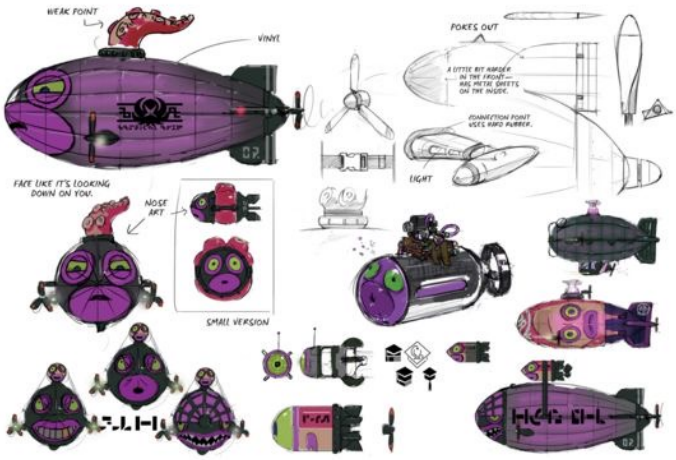
Octohurler

WAS FEELING TROUBLED BY THE GAP BETWEEN THEIR INTERESTS AND HOW EVERYONE AROUND THEM PERCEIVED THEM AS A BORING SALARYMAN. SINCE TAKING UP THIS NEW JOB, THEY'VE BEEN PRETTY STRESS-FREE.

Rolonium Design Concepts

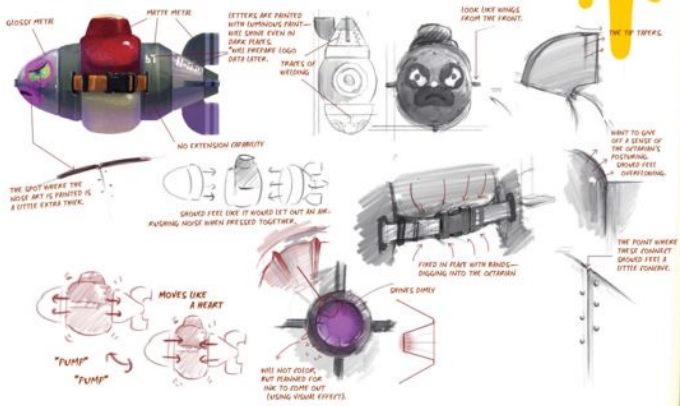


Octozeppelin



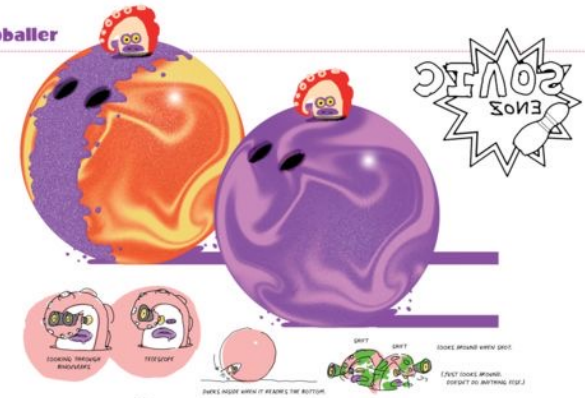
Octozeppelin Launch Pad Design Concepts

Octomissile



Octoling

Octoballer



Octoseeker

Ink Stick Design Concept

Octo Oven

Octo Oven: Mass Producer of Delicious Bread

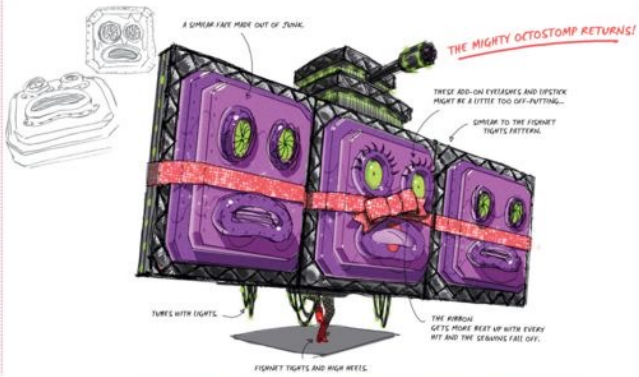
This bread-baking oven was originally made by the Octarians after they learned about Inkling bakeries. The reviews of its bread were extremely positive, so they continuously upgraded—increasing production in order to meet demand. The end result was an enormous oven that ejected bread so rapidly that the owner was gravely injured. They then decided to use it as a weapon instead. It comes equipped with an automatic chocolate-coating function.

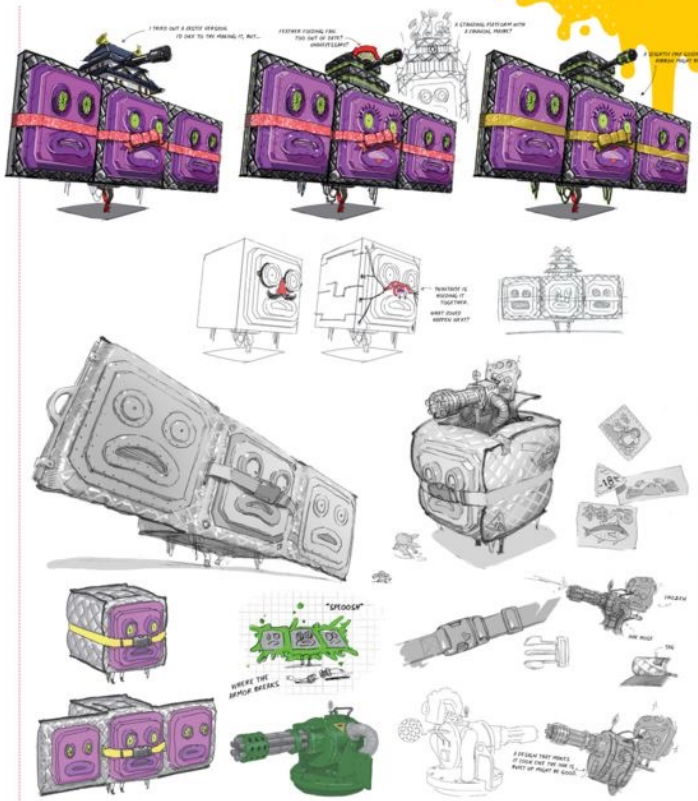
Octo Samurai

Octo Samurai: The Sumo-Sized Biker

The Octo Samurai's custom-made Dynamo Roller has different configurations and can be joined with his unicycle to create the Octocycle. Normally, he diligently and strictly trains young Octarians, but the truth is that he's not very good at sumo. He is also secretly a big fan of Callie.

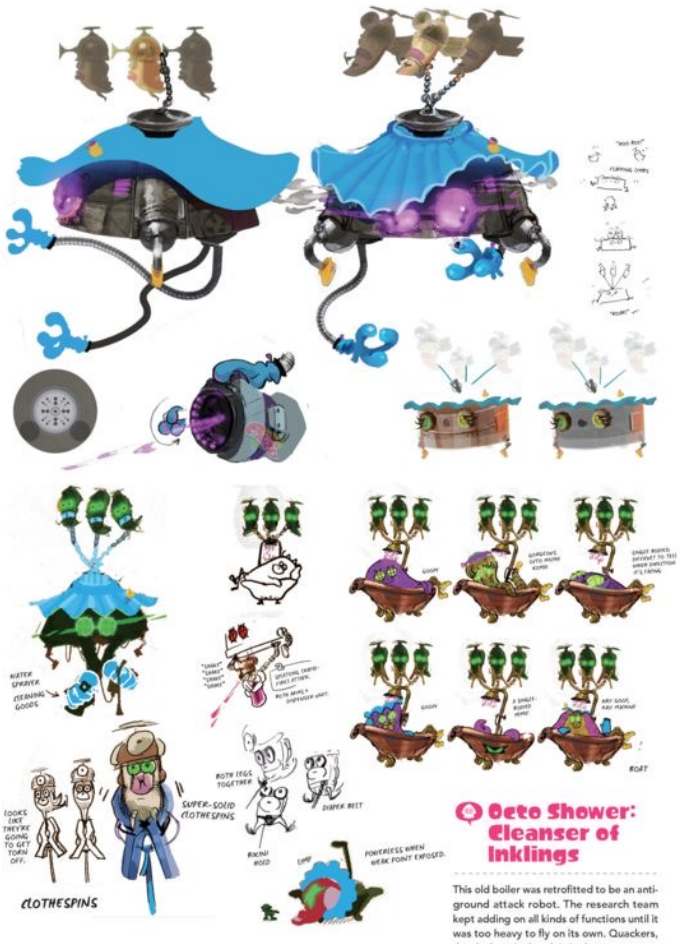
Neo Octostomp





Initial Design Concept

Octo Shower

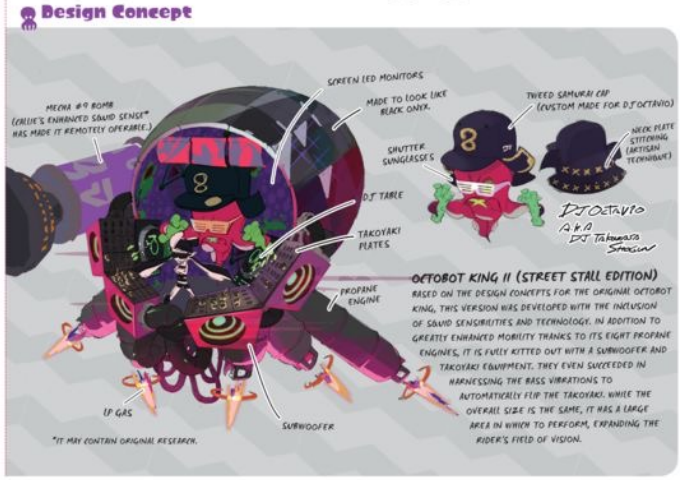


Octo Shower: Cleanser of Inklings

This old boiler was retrofitted to be an anti-ground attack robot. The research team kept adding on all kinds of functions until it was too heavy to fly on its own. Quackers, the duck on its head, is its lover.

DJ Octavio

Design Concept



SALMON RUN

Spawning Grounds/Marooner's Bay/Lost Outpost

Taking on a job from Grizzco Industries kicks off the thankless task of gathering Golden Eggs from the Salmonids. Why do the Salmonids target the workers, and just what is a Salmon Run? Regardless of the answers to these questions, the job is dangerous, so Grizzco Industries only hires qualified workers who know and accept the risks.

Swimming Upstream: Salmon Run

The Salmonids are a warlike race who are willing to die to return home to their mother stream. They live in an isolated coastal area enclosed by a huge dam, though they occasionally swim upstream to the vicinity of the dam wall. That behavior is called a "Salmon Run," and when Salmon Run season approaches, the Salmonids become more violent and mercilessly attack anything that gets in their way. They arm themselves with barbecue equipment and smokers and march while roasting and smoking themselves.

SALMON RUN
Concept Art (1)

SALMON RUN
Icon Design

SALMON RUN

SALMON RUN
Spawning Grounds Concept Art

Hunting Grounds 1: Spawning Grounds

This Salmonid Turf War area is located relatively close to where the Inklings live. The enormous dam creates unique tidal patterns, causing the tide to change frequently and keeping local fishermen away.

SALMON RUN
Buoy Design

SALMON RUN

SALMON RUN
Marooner's Bay Concept Art

Hunting Grounds 2: Marooner's Bay

This cargo boat ran aground several decades ago. It was never removed and is now a place to hunt Salmonids! A complex reef surrounds the cargo boat, making the area dangerous for small boats to approach.

SALMON RUN
Crane Boat Design

SALMON RUN
Egg Basket Design

SALMON RUN
Egg Basket Design Concept

SALMON RUN
Can Tower Design

SALMON RUN

SALMON RUN
Lost Outpost Concept Art (1)

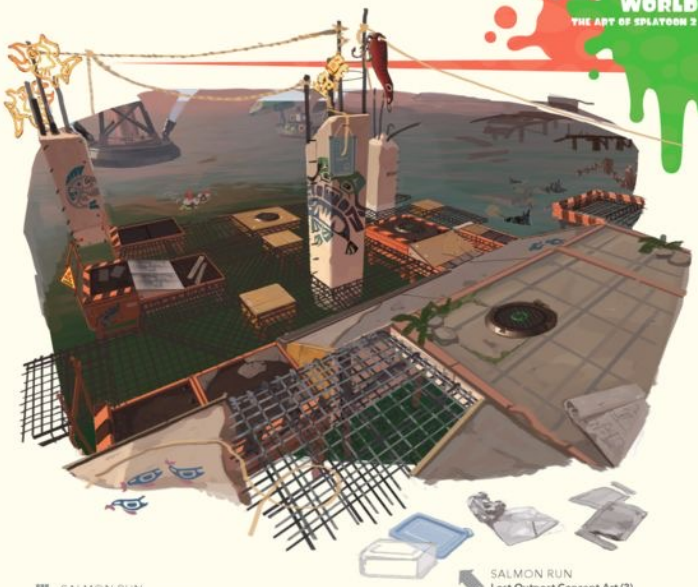
Hunting Grounds 3: Lost Outpost

The Salmonids built platforms above the sea and now make their nests there. Although smaller groups live in each nest, they consider acting in a group important and spend most of their day together as a unified colony.

SALMON RUN
Elevated Cottage Design

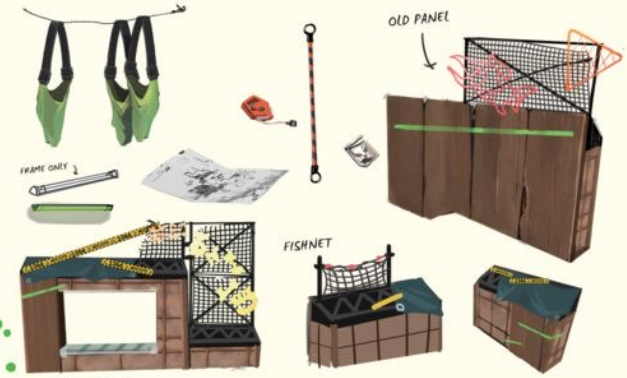
SALMON RUN

SALMON RUN
Lost Outpost Concept Art (2)



SALMON RUN
Lost Outpost Concept Art (3)

SALMON RUN
Lost Outpost Concept Art (4)



SALMON RUN
Wall Design

SALMON RUN
Concept Art (2)

SALMON RUN

SALMON RUN
Concept Art (3)

SALMON RUN
Concept Art (4)

Squids, Salmon, and Octopuses

The Salmonids and Octarians formed a commercial agreement and began trading Salmonid eggs for Octarian technology. Golden Eggs, however, are precious to the Salmonids, so they do not trade them. Inklings have no agreement with the Salmonids and instead acquire these treasured Golden Eggs by hunting for them.

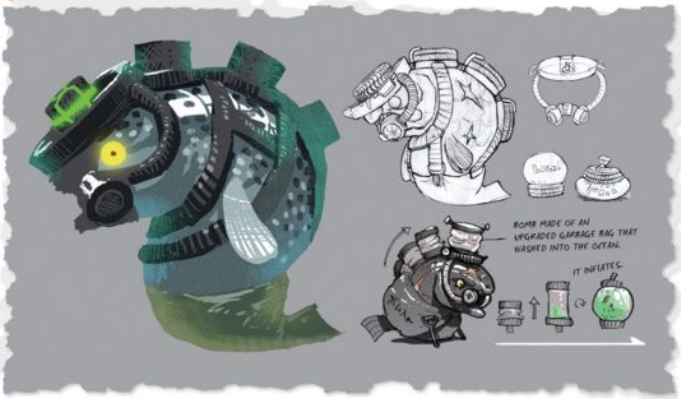
SALMON RUN
Concept Art (5)

SALMONIDS

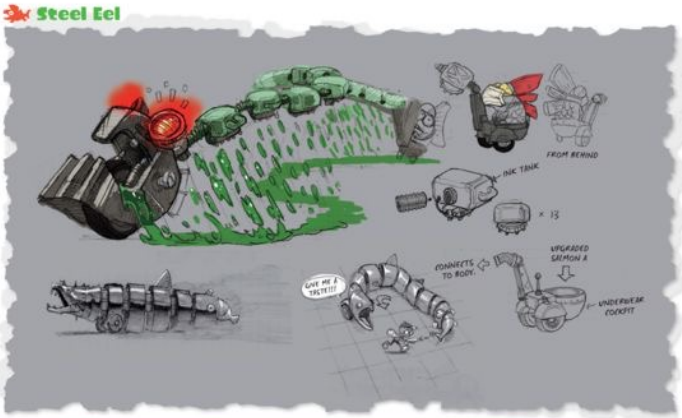
Salmonid Biology Report

We have put together a report about the Boss Salmonids and their more dangerous weapons. We usually see them trying desperately to protect their Golden Eggs while heavily armed with what may be the results of imported Octarian technology.

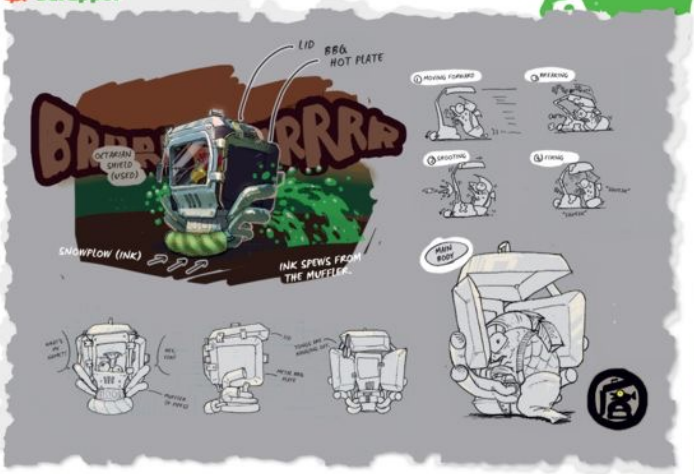
Steelhead



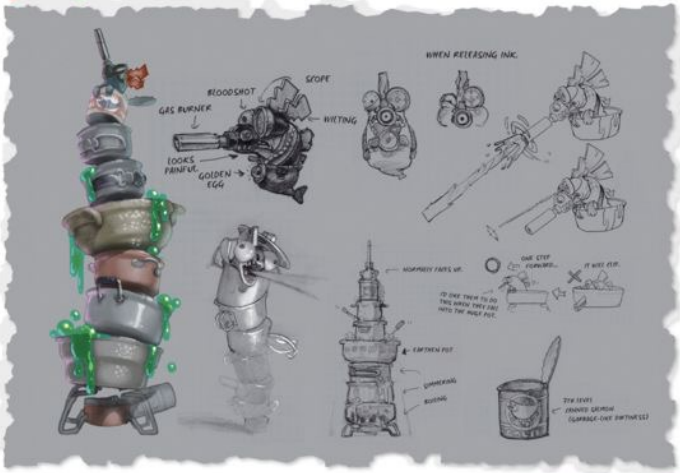
Steel Eel



Serapper

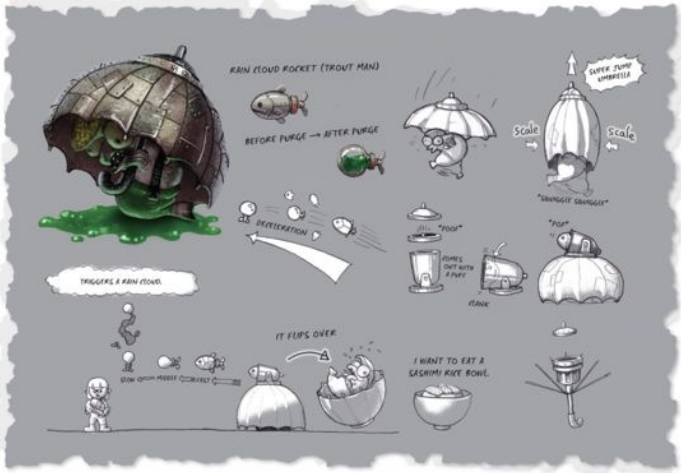


Stinger

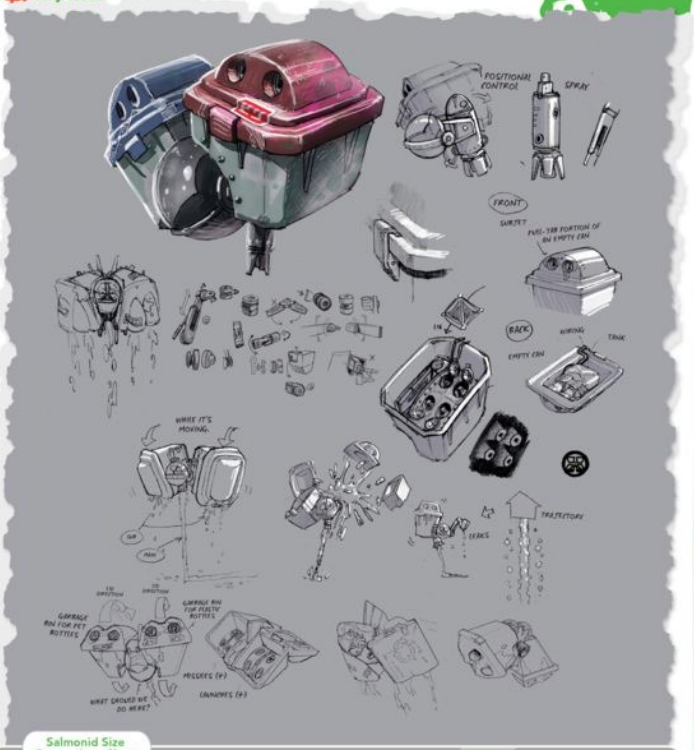


Maws

Drizzler



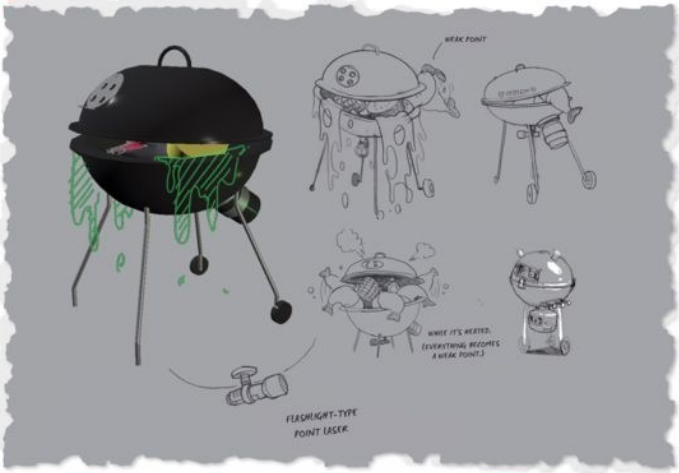
Flyfish



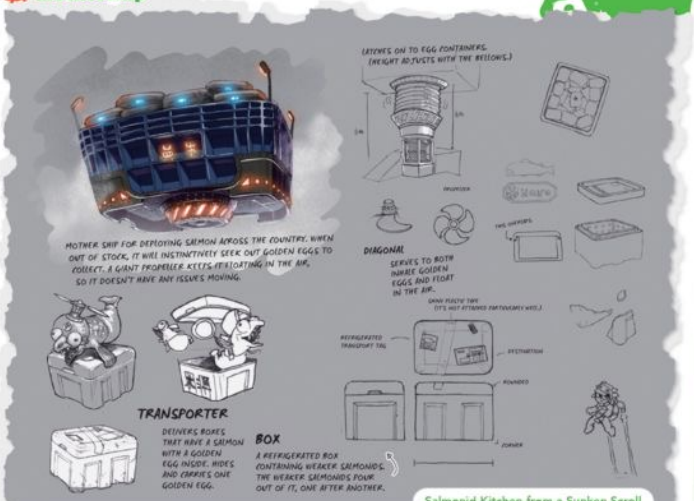
Salmonid Size Comparison Chart

Goldie

Griller



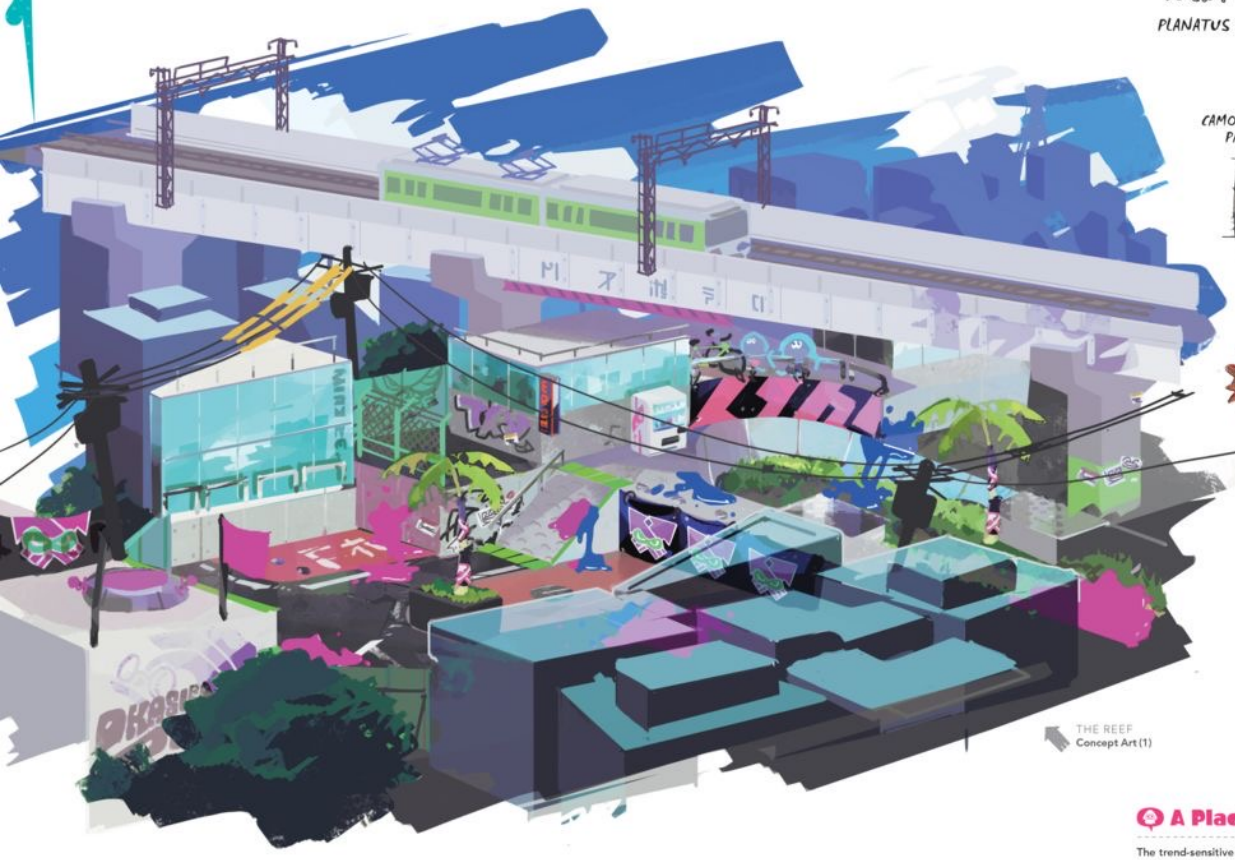
Mothership



Salmonid Kitchen from a Sunken Scroll

THE REEF

This alley is nestled like a valley between the surrounding buildings. The Reef is constructed almost entirely of asphalt, ensuring that ink sticks to it well and making it a popular Turf War spot, but still retains a few pleasing splashes of greenery.



THE REEF
Concept Art (1)

THE REEF
Tree Design

A Place with Unique Culture

The trend-sensitive Inklings have a habit of preferring places found just beyond the regular hustle and bustle. They line up in search of custom-built models in this neighborhood where independent boutiques stand wall to wall. Most of the shops don't even open before noon, so there isn't anywhere to kill time during the morning.

THE REEF

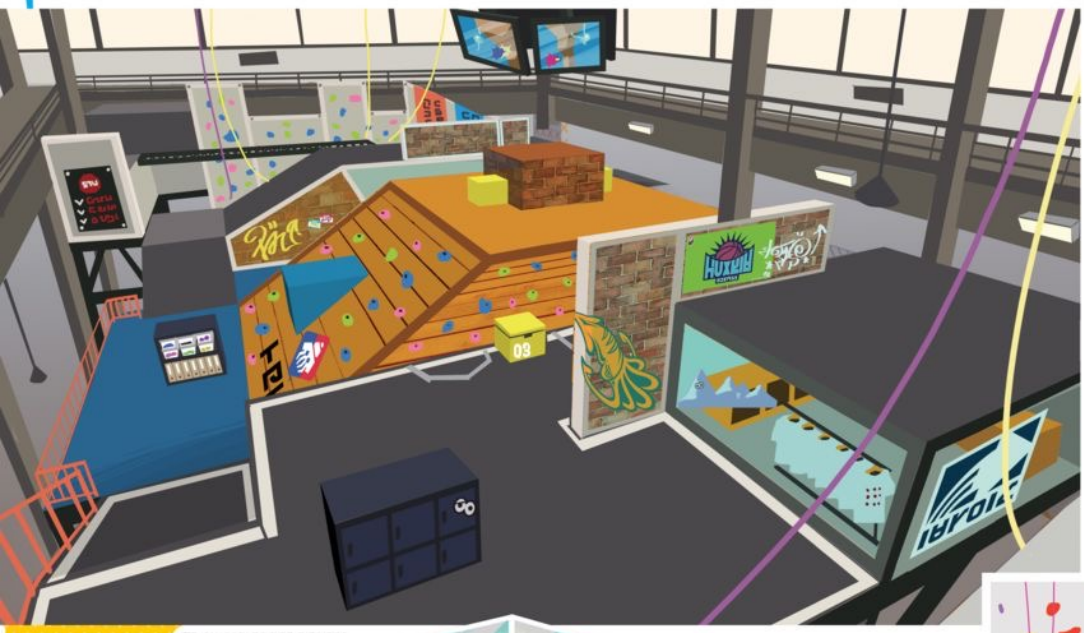
THE REEF
Concept Art (2)

THE REEF
Vehicle Design (1)

THE REEF
Vehicle Design (2)

MUSSELFORGE FITNESS

The Inklings use this gym for Turf Wars as a change of pace between workouts. Maybe it's because they're getting more exercise, but there are a lot of really fit Inklings in this gym.



MUSSELFORGE FITNESS
Store Interior Concept (2)

Fun Fitness with Turf Wars

This sports club offers a variety of workout machines and facilities, from a rock-climbing wall to pools and treadmills. A lot of Inklings join to show off but end up getting serious, so membership is on the rise!

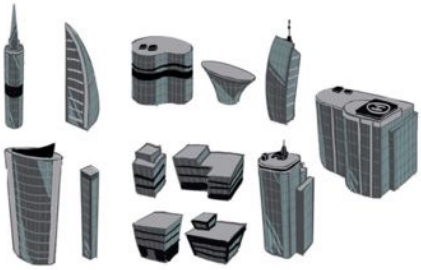
MUSSELFORGE FITNESS
Concept Art (1)

MUSSELFORGE FITNESS
Store Interior Concept (1)

MUSSELFORGE FITNESS
Concept Art (2)

STARFISH MAINSTAGE

Many famous performers hold outdoor concerts here! A sunny day and a pleasant sea breeze elevate the experience to another level, and popular performances attract plenty of onlookers outside the fences.



STARFISH MAINSTAGE
Building Designs

STARFISH MAINSTAGE
Guitar and Bass Designs

STARFISH MAINSTAGE
Concept Art

Inklings Love Concerts!

This outdoor rock concert venue is located on the coast. A sea-urchin punk band recently played here. Many squids work at facilities attached to the venue in the summer, though they tend to stop working once the show starts, which doesn't exactly make the management happy.

INKBLOT ART ACADEMY

This art college's imposing brick buildings are its dominant feature, but those massive monoliths are offset by the wealth of water and greenery that surround them. As you might imagine, the school is dotted with works of art and a variety of posters.

INKBLOT ART ACADEMY
Concept Art (1)

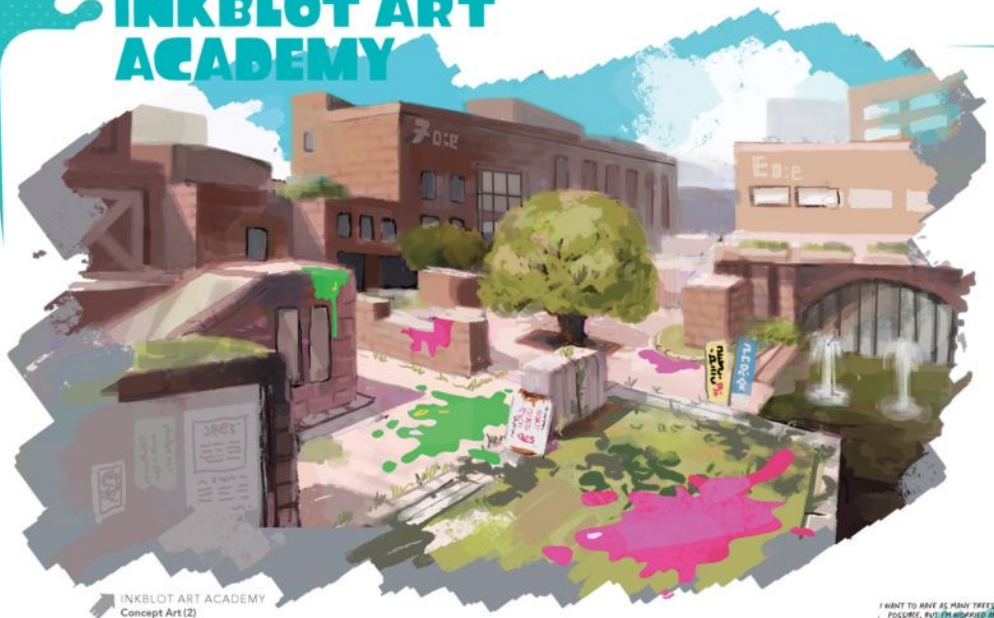
A School Tradition of Freedom

Inkblot is a private art academy that's nationally well regarded. The grounds have a lot of staircases going up and down—many Inklings give up on going to first period if their class is held on the fourth floor or above. According to local legend, the curry served at the school cafeteria has been known to get greener toward the end of the week.

INKBLOT ART ACADEMY
Prop Concepts (1)

INKBLOT ART ACADEMY
Prop Concepts (2)

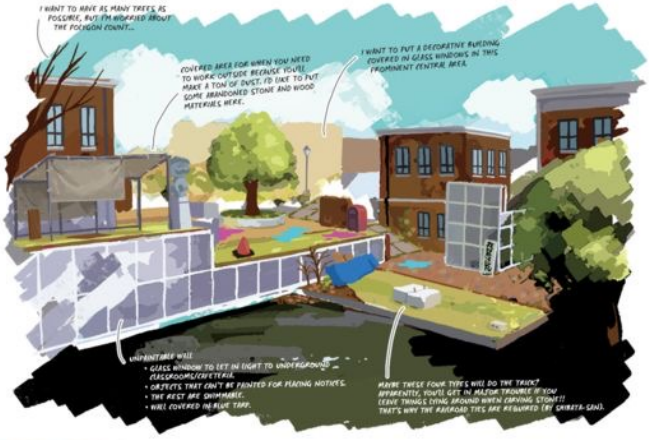
INKBLOT ART ACADEMY



INKBLOT ART ACADEMY
Concept Art (2)

INKBLOT ART ACADEMY
Concept Art (3)

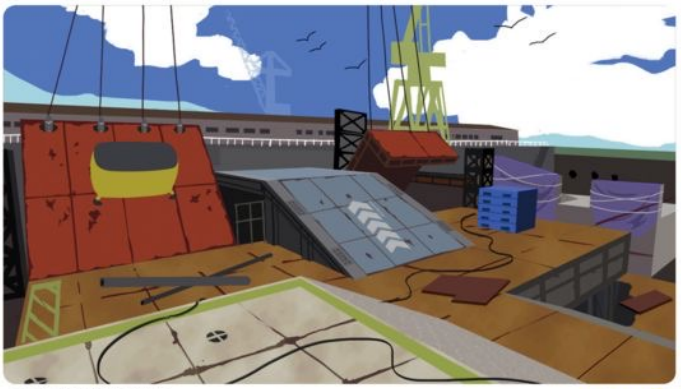
INKBLOT ART ACADEMY
Prop Concepts (3)



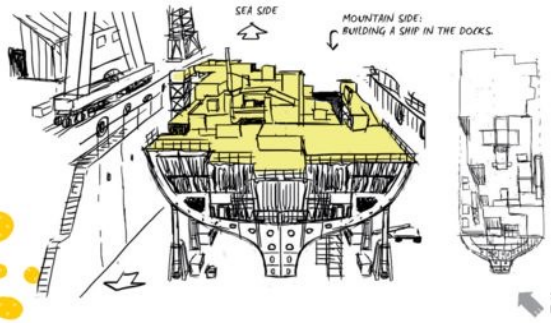
STURGEON SHIPYARD

The Sturgeon Shipyard dock houses a tanker still under construction. It is very popular as a spot for technical Turf Wars since its platforms move, and Inklings that bust out battling there just ignore the workers.

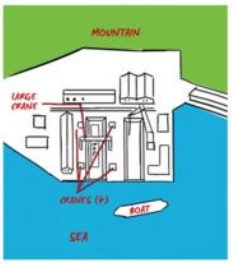
STURGEON SHIPYARD
Concept Art (1)



STURGEON SHIPYARD
Concept Art (2)



STURGEON SHIPYARD
Design Concept (1)



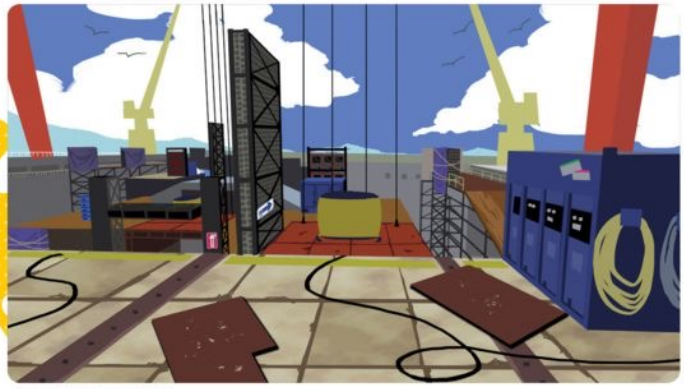
STURGEON SHIPYARD
Design Concept (2)

A Shipyard Lined with Giant Cranes

The tanker will transport fish eggs—the world's energy source. It is the largest-scale construction site in the country, but the facilities are getting older, which makes working conditions worse and leads to frequent strikes.

STURGEON SHIPYARD

STURGEON SHIPYARD
Concept Art (3)



STURGEON SHIPYARD
Concept Art (4)

HUMPBACK PUMP TRACK

The twisted, undulating Humpback Pump Track is built around shops selling BMX bikes and specialty gear. Apparently, the rift between those who go around clockwise and those who go counterclockwise is getting deeper.

HUMPBACK PUMP TRACK
Concept Art

A Hangout Spot for Inklings

This giant warehouse was remodeled as a BMX practice track. A lot of Inklings with no after-school clubs to go to come here, making it an important community hub outside of school.

MANTA MARIA

Since it's floating out on the water, the only way to board the *Manta Maria* is to cross its long gangways. If you climb up to the platform built into its huge mast, you can look out over the anchored patrol ships and commercial facilities nearby.

MANTA MARIA
Patrol Ship Design

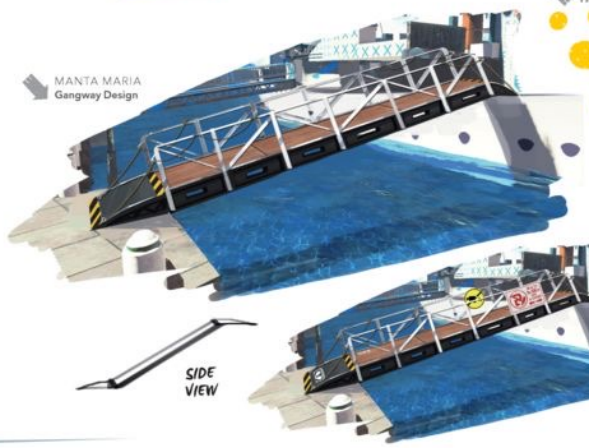
The Developing Bay Area

This retired-sailboat exhibition facility is located in the bay, an area popular with young people. The boats have been left to look as they did in their prime, and the area has turned into a tourist destination for families and couples on weekends. A lot of Inklings try to go to the bow to reenact a famous movie scene, so you can sometimes see them being told off.

MANTA MARIA
Wooden Door Design

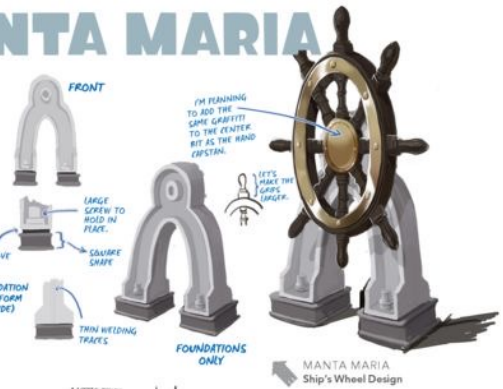
MANTA MARIA
Deck Crane Design

MANTA MARIA
Hand Capstan Design

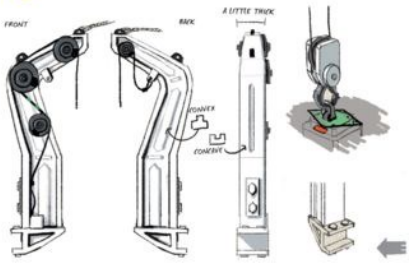


MANTA MARIA
Gangway Design

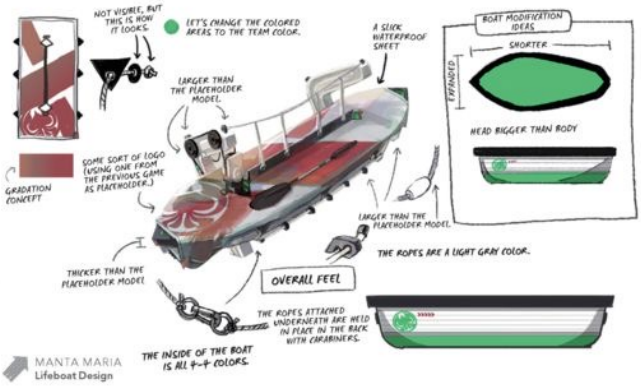
MANTA MARIA



MANTA MARIA
Ship's Wheel Design

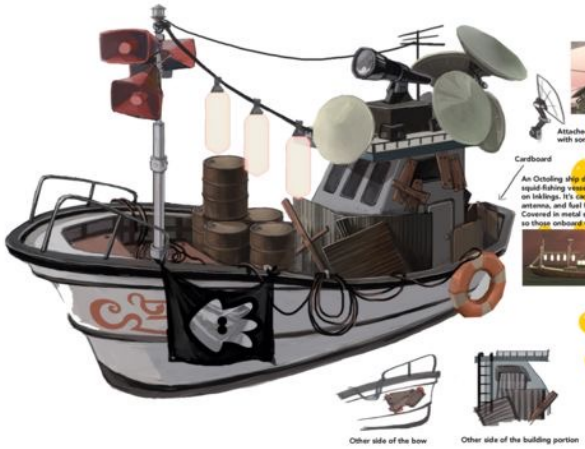


MANTA MARIA
Boat Davit Design



MANTA MARIA
Lifeboat Design

UNIDENTIFIED SQUID-FISHING SHIP THAT DOESN'T LOOK LIKE IT'S GOING TO FISH FOR SQUID.

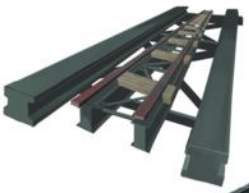


MANTA MARIA
Suspicious Squid-Fishing Boat Design

SNAPPER CANAL

This Turf War spot provides very little cover, and a lot of Inklings get so fired up during battles that they end up falling into the river that runs through the middle. The truss bridge that freight trains use is a famous symbol for the area.

SNAPPER CANAL
Concept Art (1)



SNAPPER CANAL
Truss Bridge Design

Eyes on the Graffiti

The Snapper River is the main water source for the entire region. Flood control work done fifty years ago has turned everything from the midstream onward into the artificial river it is today. It has also turned into a haven for graffiti—a lot of famous artists got their start here. The area is also well known since it frequently gets used in shots for movies and music videos.

SNAPPER CANAL
Backhoe Design

SNAPPER CANAL
Concept Art (2)

SNAPPER CANAL
Freight Train Design

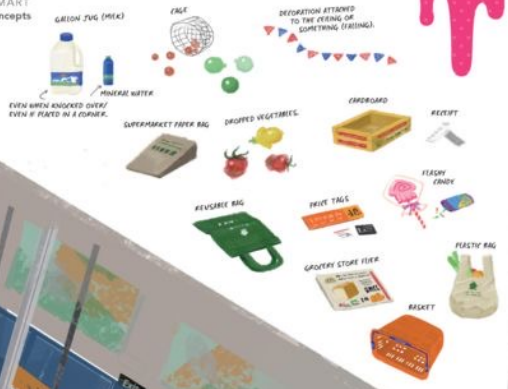
MAKOMART

MakoMart is known for having everything you could want, and its footprint is about on par with that of an amusement park. It sells everything in huge quantities, so a lot of customers share what they buy.

MAKOMART
Concept Art (1)

MAKOMART
Checkout Design

MAKOMART
Prop Concepts



MAKOMART

MAKOMART
Concept Art (2)

MAKOMART
Various Product Designs

MAKOMART
Product Package Designs (1)

MAKOMART
Product Package Designs (2)

MAKOMART
Product Package Designs (3)

MAKOMART

MAKOMART
Concept Art (3)

Everyday Goods
- Fluorescent lights
- Brown paper bag (with something in it)
- Milk (from the variation task)
- Plastic bottles (from the variation task)
- Tissues
- Stackable plastic containers

Groceries
- Green onions (in a bag)
- Watermelon
- Canned juice (a few small ones, a few tall ones)
- Tomatoes in a fabric bag tied to the cart

Cart especially for jellyfish

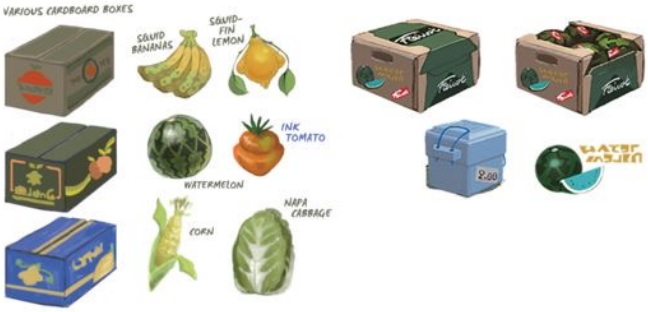
MAKOMART
Shopping Cart Designs

MAKOMART
Furnishing Designs (Freezers)

MAKOMART
Furnishing Designs

MAKOMART

MAKOMART
Concept Art (4)



MAKOMART
Vegetable Designs

MAKOMART
Weight-Based Sales Corner Design

Number One in Having It All

This suburban supermarket is so massive that it boasts the largest sales floor in the region. It originally focused on selling food, but in recent years it started stocking all sorts of everyday necessities—including weapons used in Turf Wars.

SHELLENDORF INSTITUTE

This institute has valuable marine organisms and specimens on display, letting people learn about ancient times. One item on display that stands out is a "human" fossil discovered in a stratum from twelve thousand years ago, which is still shrouded in mystery.

SHELLENDORF INSTITUTE
Concept Art (1)

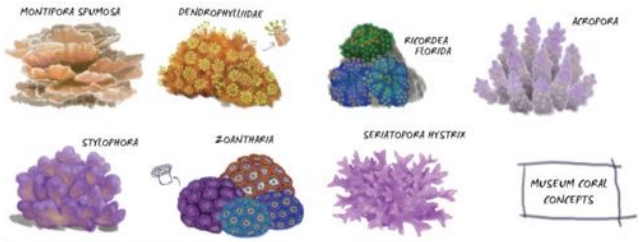
A Historical Maritime Museum

This institute was established 120 years ago, so even the building has historical value. The institute often holds large-scale rotating exhibitions. Its permanent exhibitions boast the largest collection of jewelry in the country, as well as the full-body "human" skeleton fossil. It draws in a large number of Inklings and is very popular.

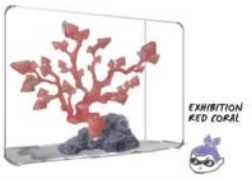
SHELLENDORF INSTITUTE
Fossil Designs

SHELLENDORF INSTITUTE

SHELLENDORF INSTITUTE
Concept Art (2)

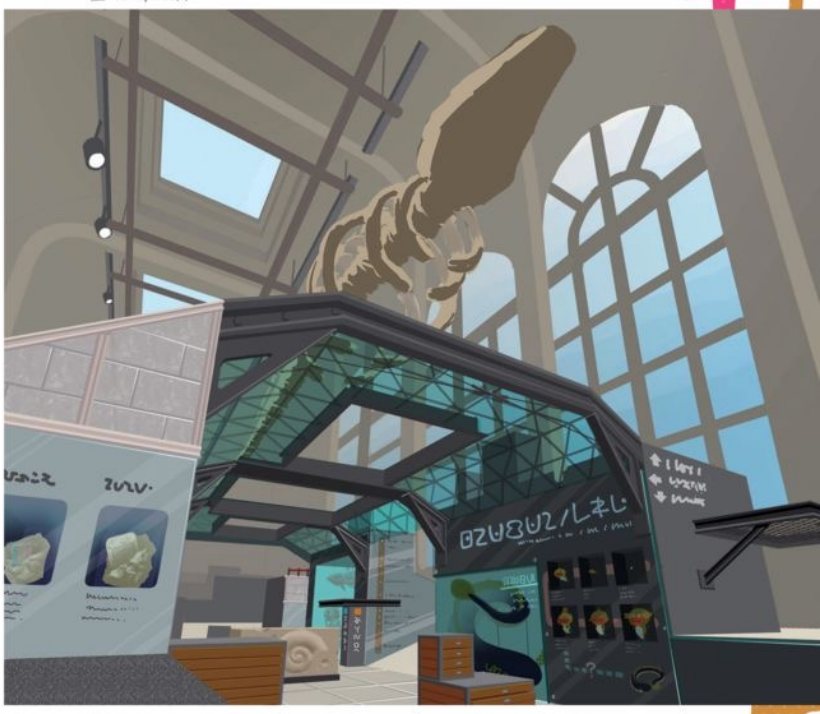


SHELLENDORF INSTITUTE
Coral Design Concept



SHELLENDORF INSTITUTE
Red Coral Display Design

SHELLENDORF INSTITUTE
Concept Art (3)



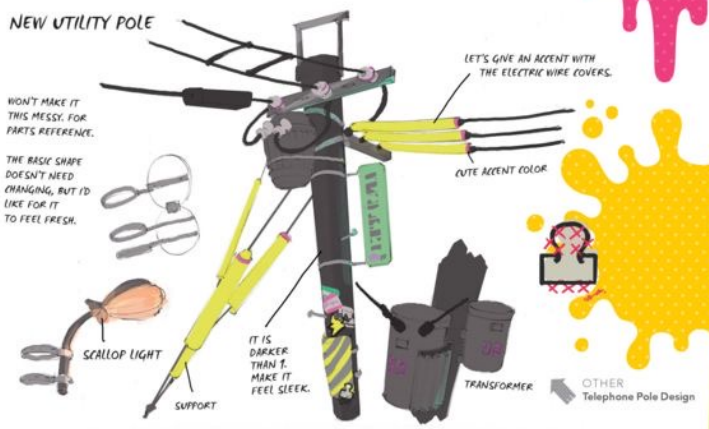
SHELLENDORF INSTITUTE
Prop Concepts

OTHER

The battle-loving Inklings seek out places to fight every day. This section covers locations that Inklings joining a Turf War for the first time are sure to encounter, as well as stage concepts that did not make it into the final game.

OTHER
Tutorial Concept Art (1)

OTHER
iShipIt Express Delivery Box Design



OTHER
Telephone Pole Design

OTHER
Tutorial Concept Art (2)

OTHER

OTHER
Arcade Stage Concept Art

OTHER
Rooftop Stage Concept Art

OTHER
Café Stage Concept Art

OTHER
Large Furniture Store Stage Concept Art

Sunken Scrolls

There are twenty-seven Sunken Scrolls scattered throughout the stages of Octo Canyon, and now every one of those mysterious files will be revealed to you! They contain information about a range of topics, including Inkopolis Square and the latest trends, as well as notes about the Octarians and Salmonids. There is no logical thread connecting these scrolls, but they are valuable documents for learning more about the Inklings' world. Agent 4 is the one finding and filing them.

SCROLL
01

A shock wave struck while one young lady was performing at the recent Youth Folk-Singing contest, doing damage to the venue. Fortunately no one was injured.

SCROLL
02

Music heads are still buzzing over that legendary underground show two years ago. Anyone lucky enough to catch DJ Octavio's opening set and the Squid Sisters headlining had their minds blown and their lives changed that night.

SCROLL
03

WE'RE MOVING! Ammo Knights will be moving to a new location soon. Many thanks to our loyal customers for your support.

SCROLL
04

This looks to be a do-it-yourself guide of starting your own mobile business. It looks new, but somebody must have been frying something near it. It has some grease stains on it.

SCROLL
05

This looks like a get-rich-quick scheme by some shady guy with crazy hair. "I made a cool 10 million G in a year by just sitting around! Ask me how!" Do people really fall for this bilge?

SCROLL
06

What could have happened to the two embracing? No matter how one loves, there are always different aims. Love can take a great many forms, whatever the era.

SCROLL
07

Many travelers find themselves in Inkopolis Square at some point in their journey. Youth from far-flung seas gather in this colorful hub of comings, goings, meetings, and farewells.

SUNKEN SCROLLS

SCROLL
08

Inkopolis holds its famous card-game tournament once a year. This year, first-time entrant Jelfonzo appeared on the scene and promptly set about decimating the competition. He walked away with the first-place trophy.

SCROLL
09

Net the freshest gear around! Get the abilities you've always dreamed about! Orders will be fulfilled by that weird kid with the spiky hair. Interested? Send inquiries to Annie.

SCROLL
10

There's a new fish in the sea!
Come check out The Shoal!
The most entertaining destination in Inkopolis is now OPEN!

SCROLL
11

Major changes to regulations by the powers that be have led to a call for the complete replacement and overhaul of all special weapons. Designers and manufacturers are struggling to comply with this new regulation.

SCROLL
12

These must be photographs taken by some young-adult Inklings. Are these so-called Tweenklings trying to convince their peers that their lives are exciting and full of meaning? Or are they trying to convince themselves?

SCROLL
13

The most fashionable gear is crafted with the latest in textile technology. Heating materials to produce smooth curves or distressing stiff fabrics to increase suppleness and change their look are common techniques.

SCROLL
14

The latest research has produced startling revelations about Inkling ink! Once thought to simply disappear after a while, Inkling ink is actually rapidly disintegrated by airborne microbes!

SCROLL
15

Don't slip up and miss the new album by Wet Floor, on sale now! Their style changes like the shifting tides of ink in a battle. Full color or monochromatic, smooth or staccato, or lush and dripping with sound, it's ROCK for a new generation!

SUNKEN SCROLLS

SCROLL
16

NOW HIRING EGG COLLECTORS—No experience required! All ages and backgrounds welcome! A fun way to make some quick G! Grab a friend and join up together!

SCROLL
17

"When smoke rises from the seven rings, the pinkfish will emerge from the sea, devouring all the creatures of the land."
—*The Book of Madai*, chapter 10, verse 10

SCROLL
18

This appears to be a painting from the Middle Ages. It depicts a great migration of salmon said to occur once every 70 years.

SCROLL
19

Salmonids are known to keep their weapons in tip-top shape. The frying pans they wield have often been passed down from generation to generation. You can see the unwavering pride of these fierce warriors in their (somewhat crazed) eyes.

SCROLL
20

Don't miss *Problem Solved: Studying with Marie!* on SBS this Thursday night (and every week thereafter!) at 25:00 sharp! Tune in for a few study tips and a whole lot of procrastination!

SCROLL
21

Pandemonium ensued when pop star Callie was spotted at the airport by fans after wrapping up filming for her new upcoming TV drama in New Sardine. She smiled through it all, but it's clear to this reporter that the pressure of fame is getting to her.

SCROLL
22

Hey, squidkids! It's me Callie! It's been so long since I've written a proper blog post! Being on my own like this, I've got time to think, but sometimes I think too much! (>_<;) But I'm really psyched for filming today! Stay fresh! (ω)

SCROLL
23

Do you ever think, "Man this place is UUUUUUUGLY! My evil lair could use some pizazz!"? Well, just whip out some fabric and tape, and get your decorate on! It looks great, feels great, and it's fun! Give it a try, and stay fresh!

SUNKEN SCROLLS

SCROLL
24

This looks to be a thesis on the massive weaponry employed by the Octarians. Specifically, this research shows how sentient tentacles are implanted in their machines as a means of control. This science is at least 15 years ahead of the rest of the world!

SCROLL
25

My dearest Callie and Marie -(STOP)-
On a research trip to the cape with Agt 3
-(STOP)-
May be late, but left dinner in the fridge
-(STOP)-

SCROLL
26

Calamari Research Labs Video Log #5628:
This coffin-like device is a historical relic of the old world and is kept under strict lock and key. I unplugged it by accident while cleaning the other day, but it seems to still be running somehow . . .

SCROLL
27

Oh, Judd. When your capsule opens in the future, you may find yourself alone. Should that be the case, I ask you to re-energize the capsule once again. Oh, dearest Judd, I only hope that you can forgive me for all I've put you through.

SUNKEN SCROLLS
Sticker Design

SUNKEN SCROLLS
Cover Design

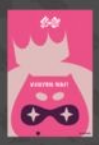
Agent 4's Handmade File

This scrapbook, put together by Agent 4, is compact and foldable, unlike Agent 3's long, horizontal one. Agent 4 is also using it for collecting the stickers they find in each area.

GRAFFITI

The graffiti in this section is definitely worth a look. It covers a wide variety of tags, signs, and posters frequently seen around town, as well as designs on freight trains and vending machines.

● POSTERS

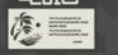


GRAFFITI

BANNERS

GRAFFITI

FLIERS



GRAFFITI

● SIGNS

GRAFFITI

INKOPOLIS SIGNS

LI'L MAX

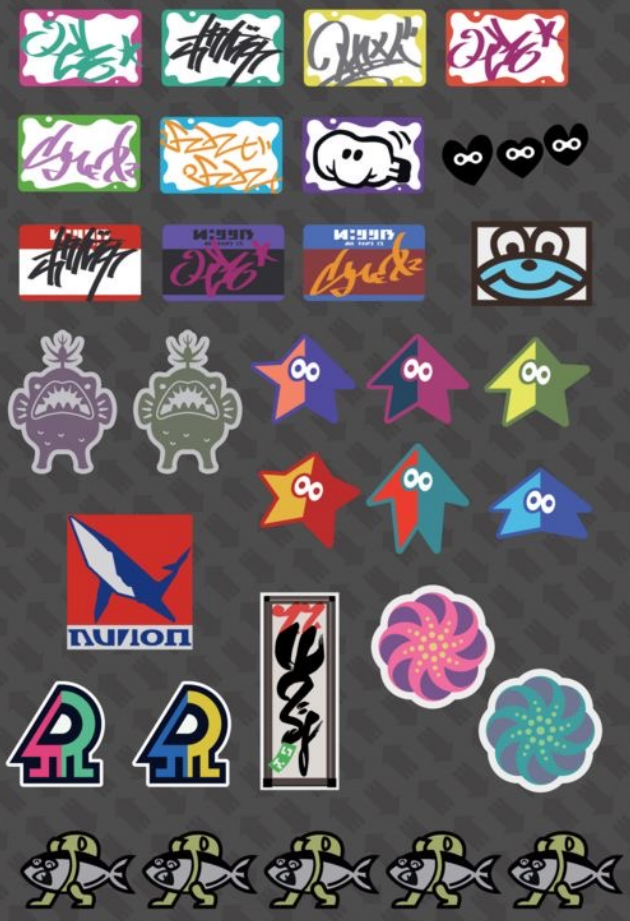
MUSIC STAGE GRAFFITI

GRAFFITI

● STREET GRAFFITI

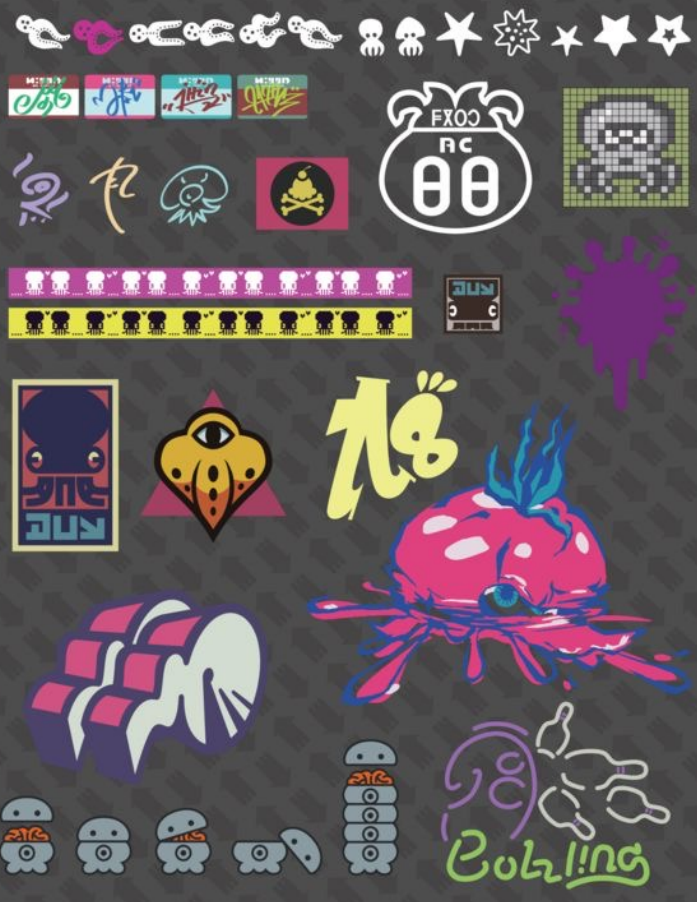
GRAFFITI

● STICKERS



GRAFFITI

● OCTARIAN GRAFFITI



GRAFFITI

● TEAM GRAFFITI

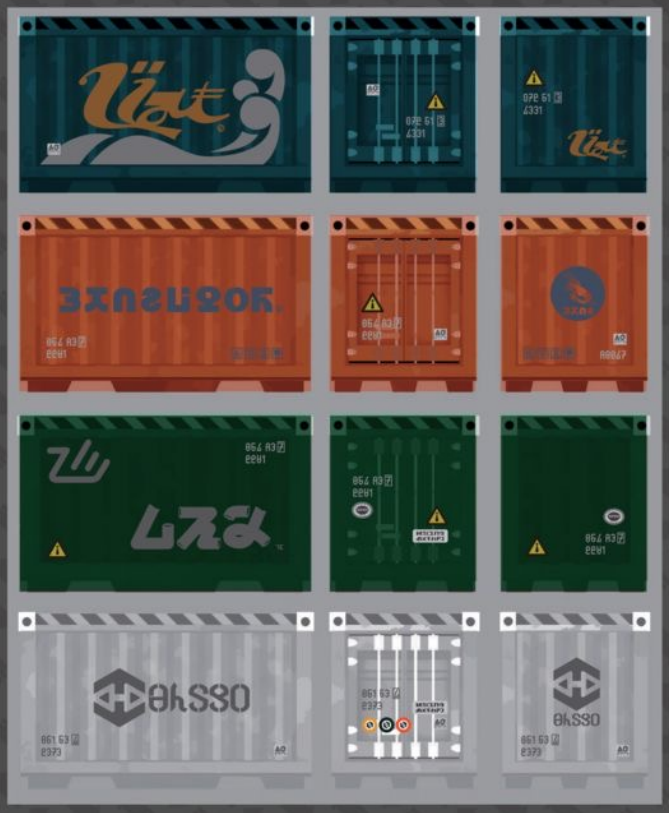
GRAFFITI

● OCTARIAN BOSS STAGE GRAFFITI

● SALMONID GRAFFITI

GRAFFITI

● CONTAINERS



GRAFFITI

● VENDING MACHINES

● SOUNDPROOFING SHEETS

GRAFFITI

TOILET PAPER

LAUNDRY DETERGENT

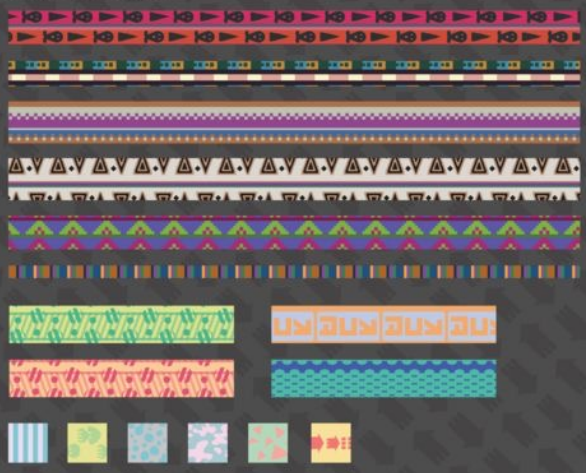
CEREAL BOXES

SNACKS

GRAFFITI

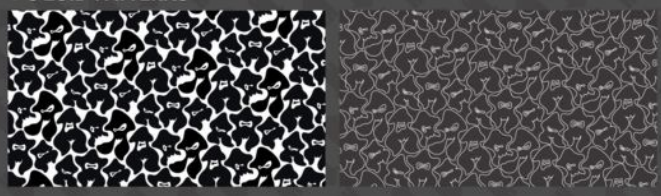
STICKER TAPE

MASKING TAPE



TAGS

SQUID PATTERNS



SCALLOP PATTERN

ZEKKO PATTERNS

Gear Designs

This section shows just how much detail went into creating the graphic design of the headgear, clothing, and shoes, as well as button badges, tags, and other gear accessories. Once you check these, you're going to fall in love all over again.

Badges

MAYO vs. KETCHUP

ROCK vs. POP

Splatfests outside of Japan

CAKE vs. ICE CREAM

FLIGHT vs. INVISIBILITY

Gear Designs

Basic Tee

Mister Shrug Tee

Black V-Neck Tee Design Concept

Gear Designs

Urchin Rock Tees

● WHITE

● BLACK

Squid Squad Band Tee

Chirpy Chips Band Tee

Wet Floor Band Tee

Hightide Era Band Tee

Gear Designs

Annaki Tees

● DRIVE

● EVOLUTION

FA-11 Bombers

● BROWN

● GRAY

Tee Design Concepts

Gear Designs

Zekko Coats

● REDLEAF ● JADE

King Tanks

● WHITE ● NAVY

Zekko Coat Design Concept

Tank Top Design Concepts

MTB Helmet

Painter's Mask

Gear Designs

Shoeboxes

EXTRAS

GEAR BRANDS

There are fifteen brands of gear, and each one of them has its own unique concepts and specialties. Inklings are very sensitive when it comes to their favorite brands and the latest items and will jump on them the instant they're released.

GEAR BRAND

Zink

ザトウクロー10 ザトレオ_オリオン_コウヒョウエン

ひらやひこ/ミカ サメW/TエリアDOI TネミII/タビヨゆき_A_イロみちコチリ

Zink is an H2T sportswear provider (that's "head to toe," for those of you that don't watch *Inkopolis's Next Top Model*). They carry a full line of shoes, headgear, and clothes for all kinds of sports. Fans of the brand appreciate their simple, sophisticated designs. Their Seahorses line of shoes have become a street-fashion classic.

Annaki

アナキ

エモロ/ヒロマ ロゴ チロアエ/ヒコ Tリョロ/ラ ヨヒリ

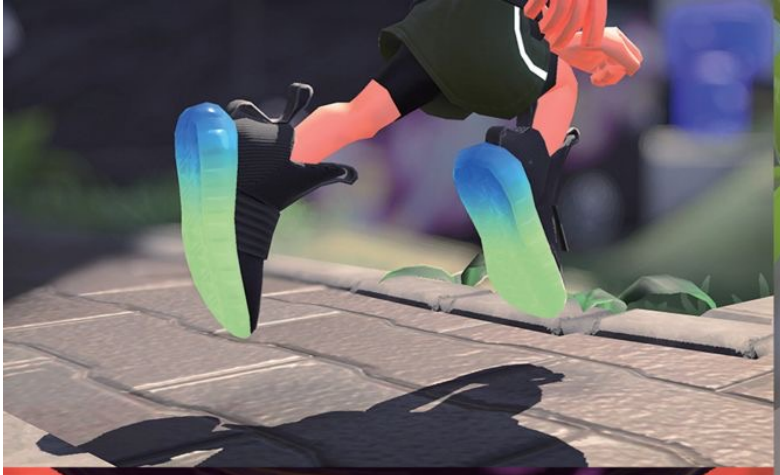
Annaki is a new brand that's risen through the ranks in recent years. Their clothes have developed a strong counterculture, postpunk feel, and everything from their hand-printed T-shirts to more custom pieces of gear just oozes originality. With their growing legion of devoted fans, this up-and-coming brand will definitely be one to watch!

Tentatek

#_ᒥᓂᓴᗩᖇᔑᑕᗩ #141

ｺｲﾋﾞﾄﾚﾋﾞｰﾄ ﾁｬﾚﾝｼﾞ/ﾓｰﾄﾞ ﾅｶﾐｾｶﾝ/ﾓｰﾄﾞ ｸﾛﾌﾈｺｾﾝ

Famous for bold neon colors and stylish, high-tech shoe designs, Tentatek is a top choice of any squid wanting the latest in fresh footwear! If you're looking for a combination of fashion-forward design and performance, look no further than the eye-popping designs of Tentatek! They deck out top athletes in their gear, so it's no wonder it always sells out.



Zekko

ゼコは ゼンカイの ストリートや サーファーを ターゲットに
ロゴいりTシャツ／フリップフロップ ヘのような トレンドの
アイテムから ベースボールキャップや ボタンダウンシャツまで
なんでも つくるぞ！

Zekko is known for its casual wear aimed at the street and surfer crowds. They make everything from varsity jackets to flip-flops—driving fresh trends by pairing headgear like baseball caps with button-down shirts.

Enperry

#ホルビナ #ヒカビュルロアロリヴ

ら／ユアエミ　ツリイア／ネオチロウセふ　ュアレタカ／ロタカ

A new star is on the rise among the familiar brands of Inkopolis Square. Enperry has made a splash in the arena of casual sportswear by blending cultural influences from art to music into a new generation of street fashion.

Krak-On

クラーオン

Krak-On is one of the older fashion houses in Inkopolis and has quickly become popular with squids who can effortlessly mix Grandpa's hand-me-downs with more cutting-edge new pieces. Krak-On's Basics line is a favorite across multiple generations of Inklings.

Inkline

Inkline is a real-deal outdoor brand. Their clothes use the latest materials and boast outstanding versatility in even the most extreme climates. Best of all, they are still comfortable and stylish, making them popular for everyday wear. Inkline makes items for activities like camping and bouldering.

Splash Mob

Splash Mob is an apparel brand that oozes luxury. Their casual yet sophisticated designs, silky-smooth materials, and exquisite construction have solidified their reputation among the most discerning squids. They sell all kinds of items, including shirts, eyewear, and shoes.

GUND

GUND

GUND

Toni Kensa

トニカンセ

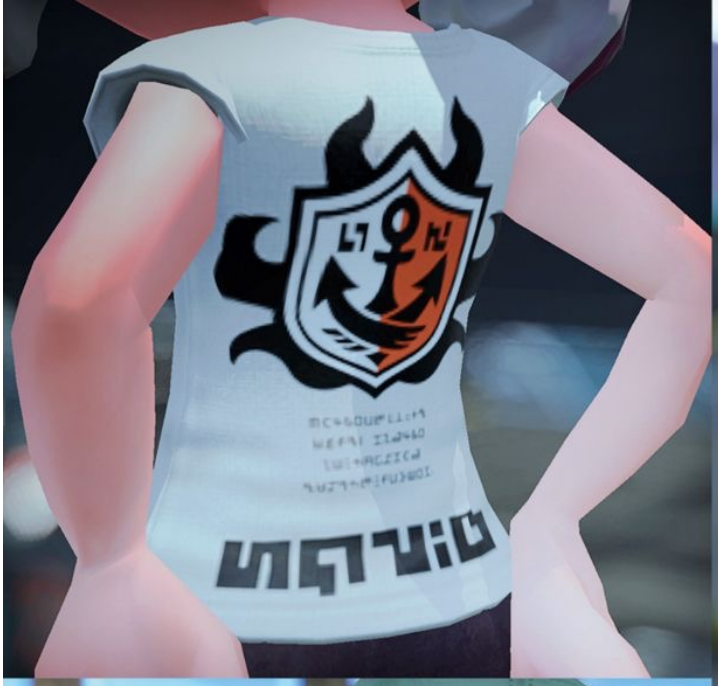
Toni Kensa straight up named the brand after himself. Their focus on monotone designs and simple construction has won over the city's youth and earned them space in a number of boutiques. They stay topical by creating collaborative, custom-made gear with other brands. It's the secret to their popularity.

GEAR BRAND

SquidForce

スクイッドフォース

SquidForce is the official brand of Turf Wars. This global titan makes gear for anybody—from beginner to expert. They are also dedicating resources to cultivating top-level pros, creating cutting-edge venues, and supporting Splatfests. Their latest tee, sporting a shiny, reflective print on a V-neck, has exploded in popularity among the younger squids.



Forge

ﾎﾞﾛﾎﾞﾛｺﾅﾓ ﾎﾛﾅ ﾊﾛﾍﾚｴｺｲｲ
ﾅﾛﾉﾛﾙﾆﾋﾚﾒｲ ｺｼﾑ/ﾃﾋﾙｺｷﾚﾅ ｲﾛｲ/ﾊﾋｴ_ｷﾛﾛﾊｰ_ﾊﾛｲ

Forge is a brand that makes a variety of gear, all of which inspires a shocking degree of loyalty from their fans. They produce everything from authentic military fashion to high-spec headphones. One theory on why their line is so diverse is that their president has a lot of interests, and he designs and develops products that match his eclectic tastes. That particular vision has earned the brand a lot of support from their fans.

GEAR BRAND

Skalop

With the exception of tees that carry their logo, Skalop makes headgear and only headgear. They used to focus primarily on baseball caps but have recently branched out into knit caps, straw hats, and even functional headgear like sports-specific helmets!

Firefin

ヤ_ホヲラ=ヨロナ　ヤホニルムヰ=ヨヰリ

ユヨノトラムヨヨ.ヲエ　エラ8ロロコ/ヨヲモテラ　ロロチロヨロ/ユヒTHロドナ

Firefin is the king of streetwear brands. Not only are their hoodies and caps always brimming with classic style, their bell hats and visors are a throwback to old-school hip-hop style, and their large selection of designs makes them stand out from the sea of other streetwear brands.

Takoroka

#TaiTai #ｽﾆｰｶｰﾋﾞｽﾞ #ｽﾎﾟｰﾃｨｰ
ﾐﾆﾏｯｸｽ/ﾃｸｽﾁｬｰ ｲﾋﾞﾙﾃｨｶﾓﾋﾟ ｶﾒﾗ/ﾎﾛｰｽﾘｰﾌﾞ

Takoroka decks out their fans in sportswear, with a focus on sneakers. They use internally developed tech in their outfits and shoes, giving their designs an edge that makes them popular. They are a favorite of squids who want to stand out from the crowd.

Rockenberg

ロッケンベルグ ロロリで ロ.ヨヒoリコ

ﾛｯｹﾝﾍﾞﾙｸﾞ ﾛﾛﾘﾃﾞ ﾛ.ﾖﾋｵﾘｺ

ﾛｯｹﾝﾍﾞﾙｸﾞ ﾛﾛﾘﾃﾞ ﾛ.ﾖﾋｵﾘｺ

ROCKENBERG

Rockenberg specializes in shoes. They're a well-established brand that made their name with leather boots, and it's their high quality and outstanding feel that earned them a loyal following. Lately, they've been making an effort to use their brand power and techniques to develop a line of apparel. Their boots may be a bit pricey, but if you take care of them, they'll last a lifetime.

Brand Logos

In the graffiti-soaked world of the Inklings, the first step toward becoming the freshest squid on the block is to cover your gear with the logos of your favorite brands.

Brand Logos!

Gear Brands

Zink

Annaki

Tentatek

Zekko

Enperry

Krak-On

Inkline

Splash Mob

Toni Kensa

SquidForce

Forge

Skalop

Firefin

Takoroka

Rockenberg

Grizzco Industries

Cuttlegear

amiibo

Weapon Brands

Weapon Icons

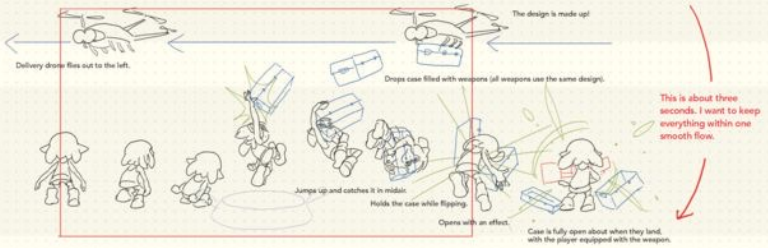
Hero Suit

Storyboards

Here is a collection of storyboards for in-game animations, including the Squid Sisters' super-fresh dance choreography. These show just how much motion is packed into a few short frames.

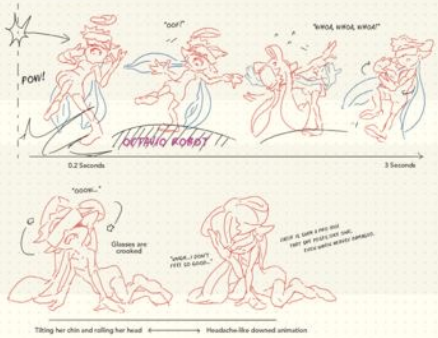
Animation

Weapon Swap Animation

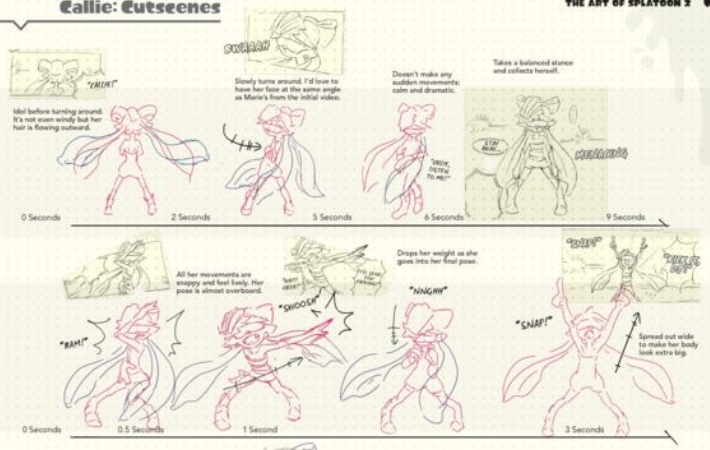


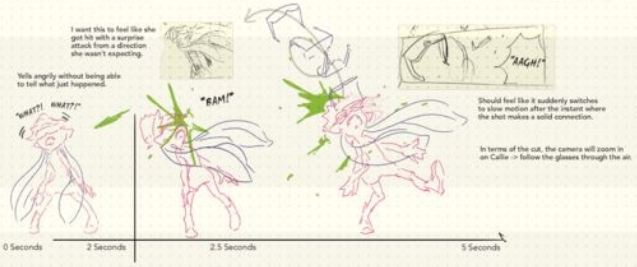
Marie: Hiding Animation

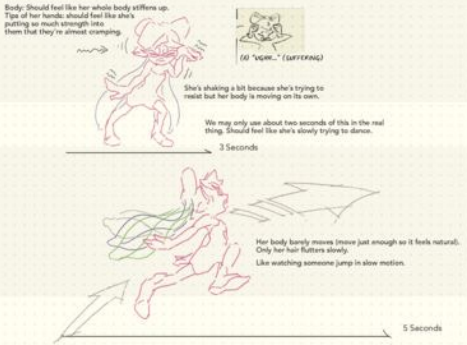
Callie: Taking Damage Animation



Callie: Cutscenes







Squid Sisters Live ME Choreography

Squid Sisters Live ME Choreography (Niconico Super Party Version)

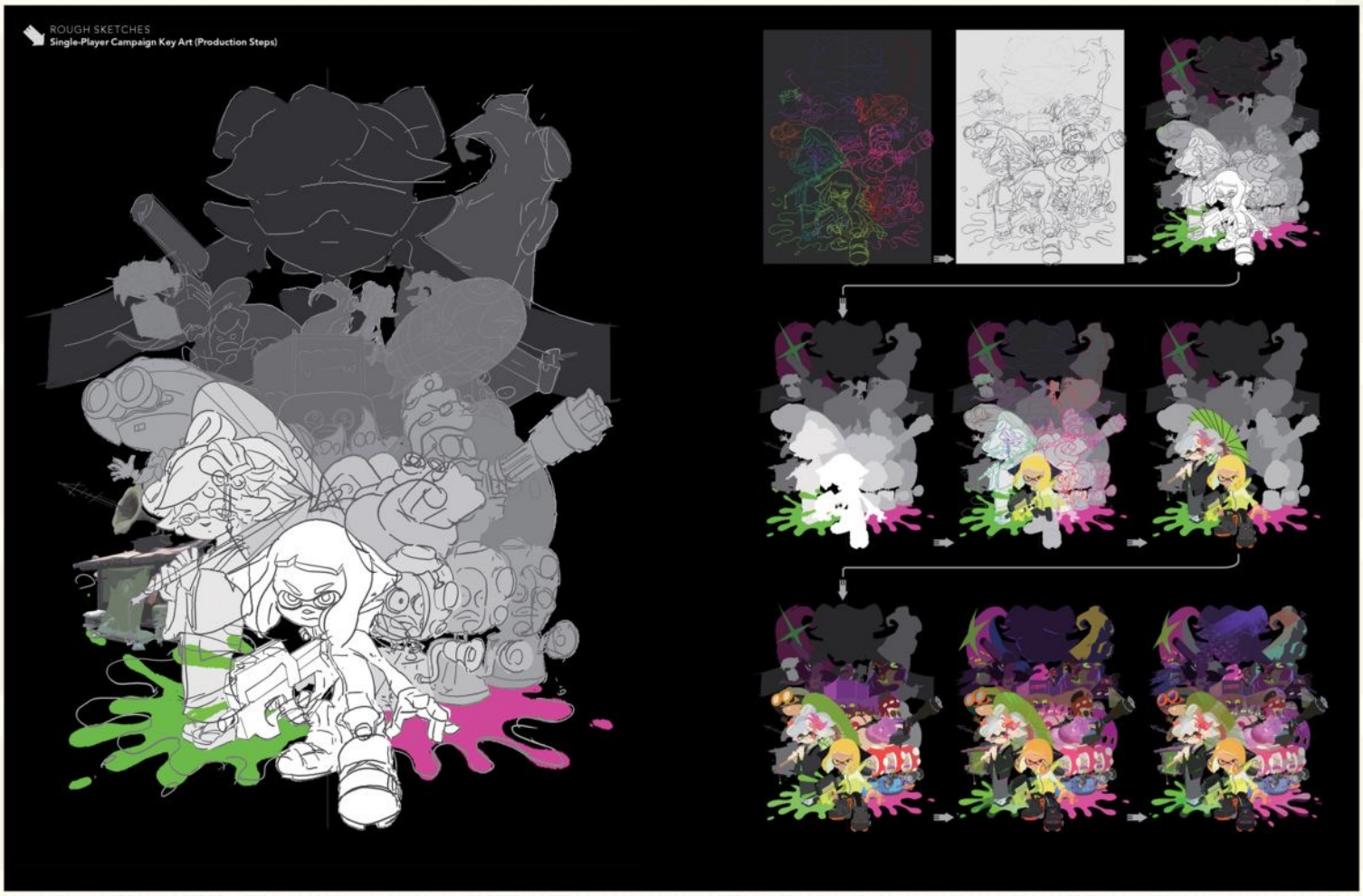
Rough Sketches

These rough concepts served as the base for a number of different pieces of art and designs, but even at this early stage they're brimming with dynamic energy and exciting to look at. Just how many ideas do these artists have, anyway?

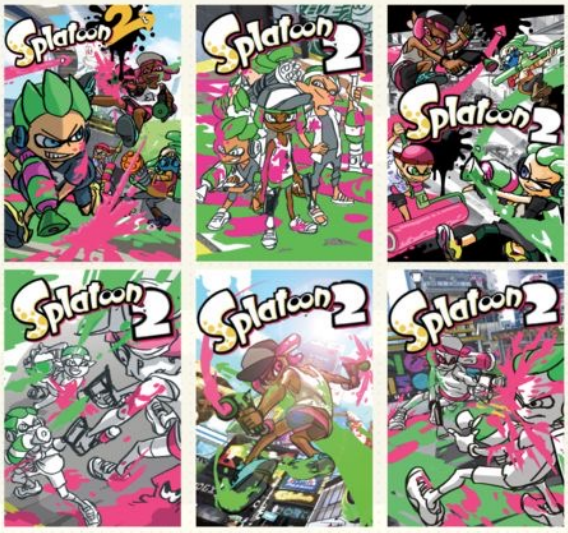
ROUGH SKETCHES
Game Release Countdown Illustration

ROUGH SKETCHES
Kyoto Aquarium's "Suizokukaan: Ikasu Summer Vacation" Event Illustration

ROUGH SKETCHES
Single-Player Campaign Key Art (Production Steps)



ROUGH SKETCHES
Key Art Concepts (1)



ROUGH SKETCHES
Key Art Concepts (2)

ROUGH SKETCHES
Promotional Illustrations Concepts (1)

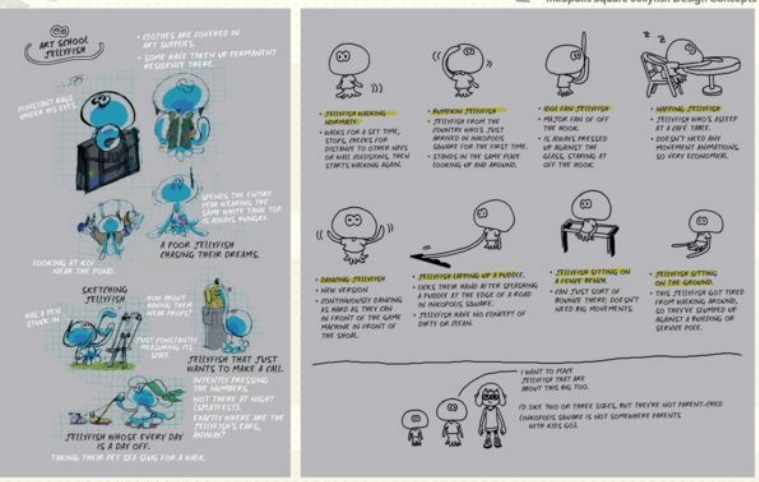
ROUGH SKETCHES
Promotional Illustrations Concepts (2)

ROUGH SKETCHES
Promotional Illustrations Concepts (3)

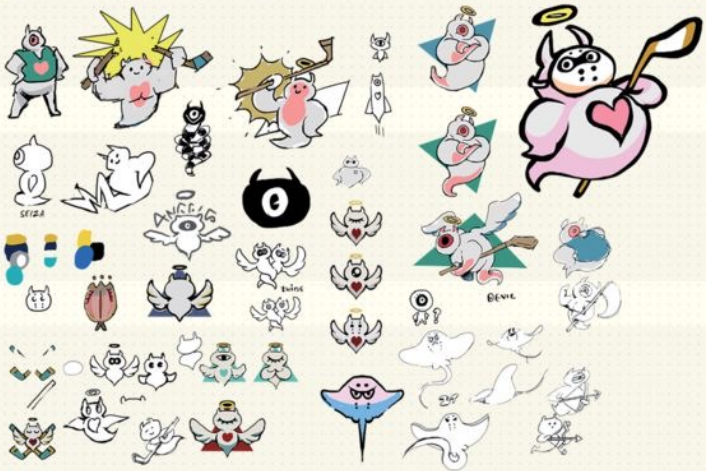
ROUGH SKETCHES
Promotional Illustrations Concepts (4)

ROUGH SKETCHES
Promotional Illustrations Concepts (5)

ROUGH SKETCHES
Inkopolis Square Jellyfish Design Concepts

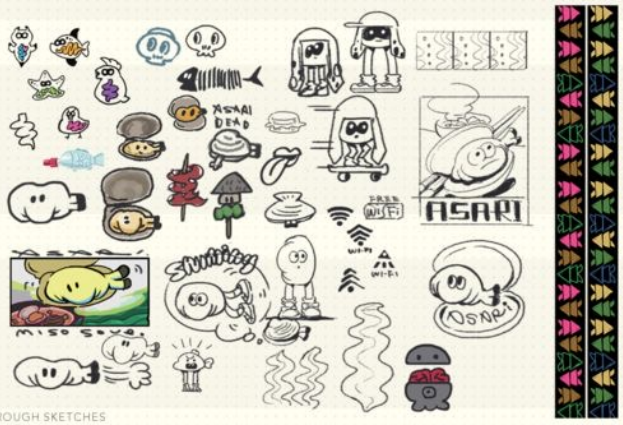


ROUGH SKETCHES
Inkblot Art Academy Jellyfish Design Concepts



ROUGH SKETCHES
Graffiti Concepts (1)

ROUGH SKETCHES
Graffiti Concepts (2)



ROUGH SKETCHES
Graffiti Concepts (3)

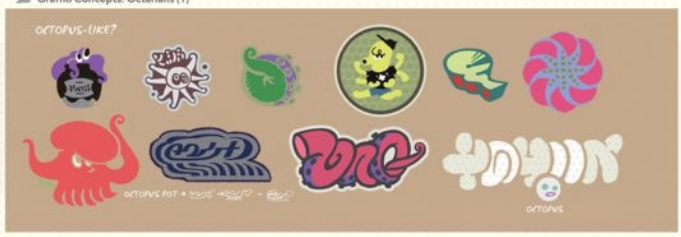
ROUGH SKETCHES
Graffiti Concepts (4)

ROUGH SKETCHES
Graffiti Concepts (5)

ROUGH SKETCHES
Graffiti Concepts (6)

ROUGH SKETCHES
Graffiti Concepts (7)

ROUGH SKETCHES
Graffiti Concepts: Octarians (1)



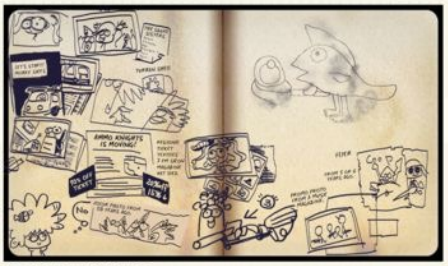
ROUGH SKETCHES
Graffiti Concepts: Octarians (2)

ROUGH SKETCHES
Graffiti Concepts (8)

ROUGH SKETCHES
Graffiti Concepts: Crusty Sean's Crust Bucket Stickers

ROUGH SKETCHES
Graffiti Concepts: Squids and Octopuses

ROUGH SKETCHES
The Shoal Storefront Poster Concepts



ROUGH SKETCHES
Sunken Scroll Design Concepts

UI Designs

There are tons of icons, inks, and patterns used in the UI. Everything is thoughtfully designed to communicate information accurately, even when tiny and only onscreen for a split second.

Galleria

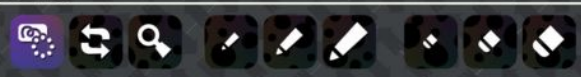
Salmon Run

Single-Player Campaign

Other

Off the Hook

Posting



Player

Food

Menus

Shops

Food

Drinks

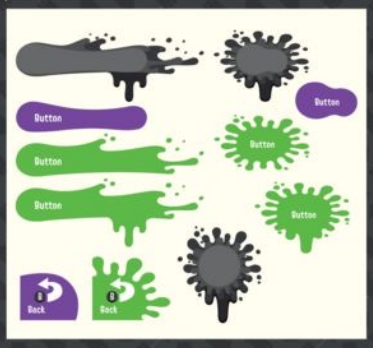
Gear Power

Sub Weapons

Special Weapons

Ink

Buttons



Patterns

Squids and Octopuses

Font

SPLATOON 2 FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

あぁいぃうぅえぇおぉがきぐけごさしすせそたちつってと

ぁにぬねのはひふへほまみむめもやゃゆゅよょらりるれろわをん

がぎぐげござじずぜぞだぢづでどばびぶべぼぱぴぷぺぽ

アァイィウゥエェオォカキクケコサシスセソタチツッテト

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Splatoon 2: IKASU ARTBOOK

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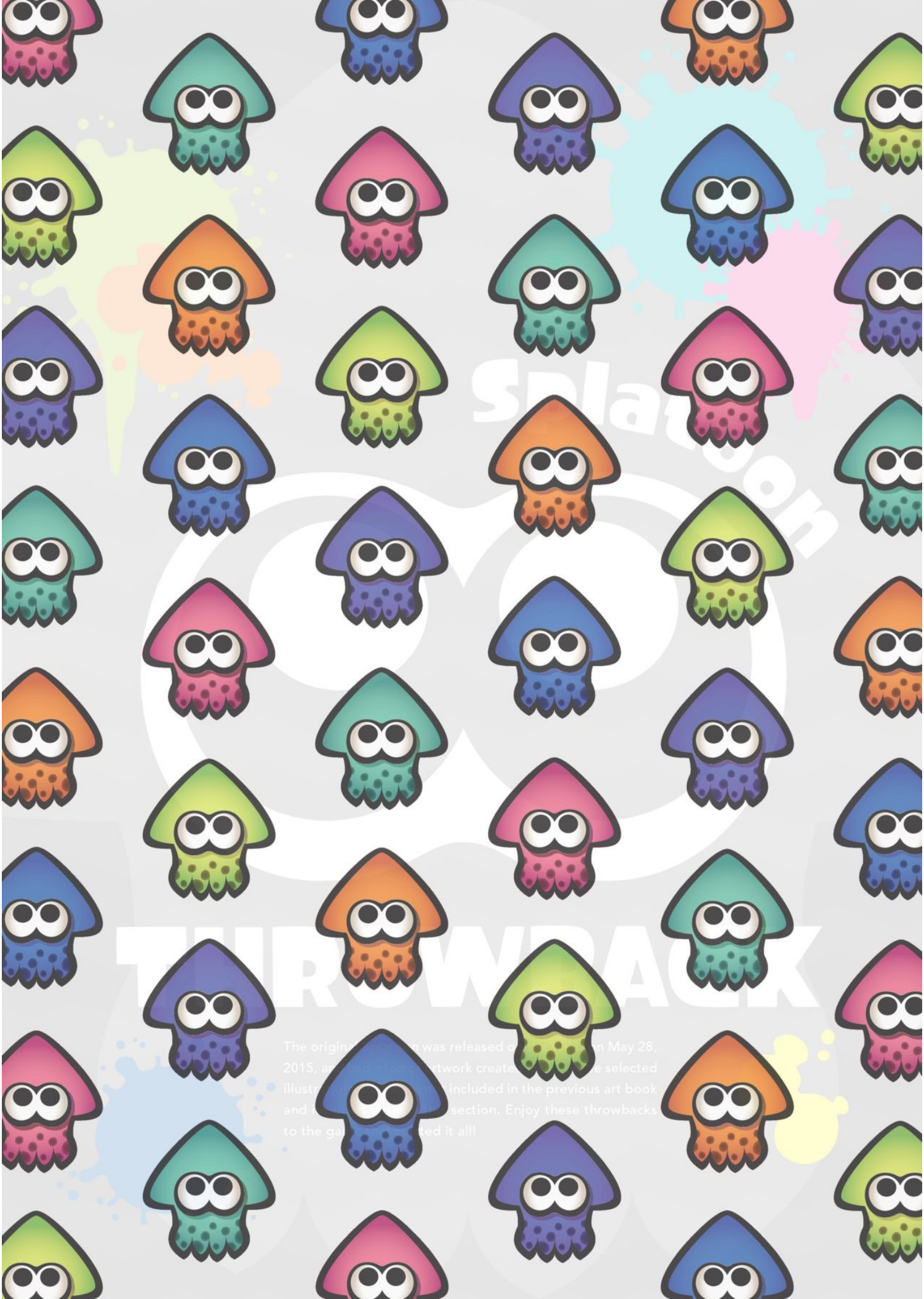
THROWBACK

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Designer **M**
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Nintendo Switch

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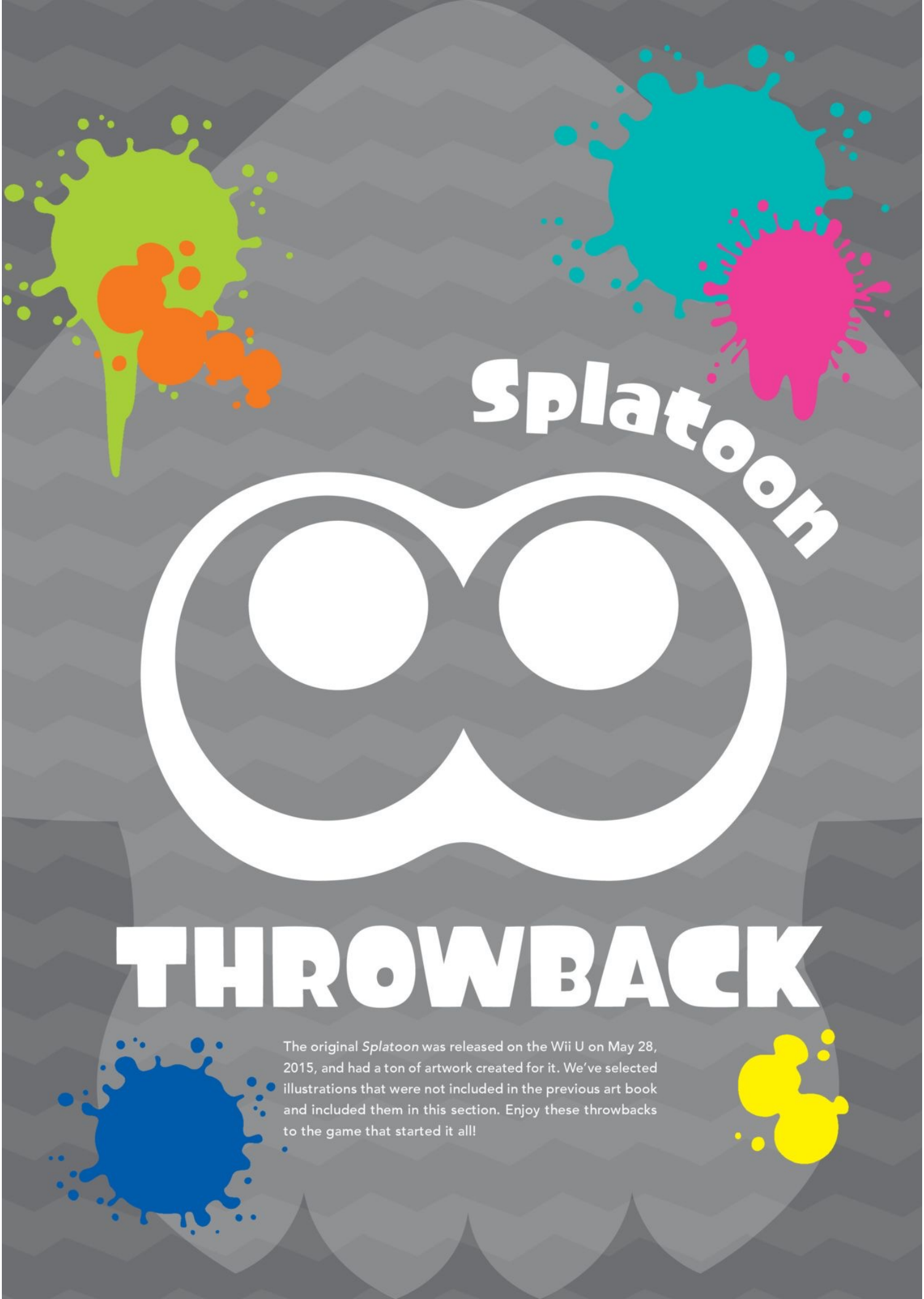


THROWBACK

The original *Splatoon* was released on the Wii U on May 28, 2015, and had a ton of artwork created for it. We've selected illustrations that were not included in the previous art book and included them in this section. Enjoy these throwbacks to the game that started it all!

Splatoon

Splatfests

Bread

Splatfests

VS

Rice

Red Fox

Splatfests

VS

Green Tanuki

Lemon Tea

Splatfests VS

Milk Tea

Ant

Splatfests VS

Grass-hopper

Boke

Splatfests

VS

Tsukkomi

Squid

Splatfests

VS

Octopus

Love

Splatfests

VS

Money

Seafood

Splatfests

VS

Mountain Food

Splatoon

Round 2

Red Fox

Splatfests VS

Green Tanuki

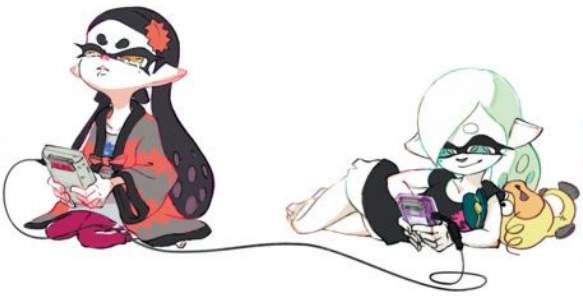
Alternate Outfit Version

Splatoon THROWBACK

Perfect Body

Splatfests VS

Perfect Brain



Pokémon Red

Splatfests VS

Pokémon Green

Outside of Japan

Pokémon Red vs. Pokémon Blue (Pokémon Blue Version)

© 2019 Pokémon. © 1995-2019 Nintendo/Creatures Inc./GAME FREAK inc.

Let's Do This!

Splatfests VS

Safety First

Tuna and Mayonnaise

Splatfests VS

Red Salmon

Fashionable

Splatfests VS

Cosplay

Chocorooms

Splatfests

VS

Chococones

Splatoon THROWBACK

Callie

Splatfests

VS

Sing! Dance! Exciting Splatfest Throwback

Splatfests divide the players into two teams to battle it out in Turf Wars every month, starting with "Rice vs. Bread" in June 2015 and leading up to the sixteenth and ultimate Splatfest, "Callie vs. Marie," in July 2016.

Marie

Weekly Famitsu's Thirtieth Anniversary Commemorative Illustration

Squid Sisters' *Splatoon Live in Makuhari* CD Cover Illustration

"Callie vs. Marie" Splatfest Commemorative Illustration

Squid Sisters Birthday Email Illustration

TRADITIONAL FOLK SONG WITH SQUID SISTERS MUSIC AND CHOREOGRAPHY

Chopperipo Nannyaruni

Shurashurafe Weranirashuraharahi

Nannyurunire Nifahera Hi Nyurunirehara Fefefe

Ya Kire Weni Hyari Marei Yoriherahe Mirekyara Nyurahera Hire Nunnyura Juri Unera Yu Mirekerason Yurawera Fimera

Na Kire Nire Hyari Jute Nuriherahe Mirekyara Nyurahera Herya Nunnyura Nire Unera Yu Mirekerason Yurawera Fimerani

"Calamari Inkantation" Choreography Illustration

Dance Party Throwback

A "Gachi-Bon Matsuri" dance party was held in April 2016 at Niconico Tokaigi 2016. Many of the attendees received a fan to use while dancing the ancestral folk song version of "Calamari Inkantation." All the true believers coming together and dancing this Bon festival dance was definitely a highlight.

2015 Christmas Card Illustration

2015 Halloween Illustration

2016 New Year's Illustration

Chirpy Chips CD Cover Illustration

Hightide Era CD Cover Illustration

Squid Sisters Live in France Behind-the-Scenes Shot

The Squid Sisters Make Their French Debut!

Throwback

The Squid Sisters held a live concert at Japan Expo in France in July 2016, dazzling the packed crowd with a mind-blowing performance. By the way, they're known as the "Calamazones" in France.

Japan Expo 2016 Illustration

Splatoon Koshien 2017 Illustration (1)

Determine the Ultimate Team! Splatoon Koshien Throwback

The Splatoon Koshien always turns into a pitched battle. Playing in a four-on-four team battle format, teams that win their regional tournament advance to the national competition. Not only do teams need to be skilled, but their teamwork will also be tested.

Splatoon Koshien 2017 Illustration (2)

Version 2.1.0 Update Illustration

Art Academy Illustration

First-Anniversary Illustration

One Million Units Sold in Europe Commemorative Illustration

Squid Girl Finale Special Commemorative Illustration

© Masahiro Anbe (Akita Shoten) 2008

*Thanks for your support!

Illustration for *Nintendo Dream*

Monthly CoroCoro Comic Serial Splatoon Illustration by Sankichi Hinodeya

© Sankichi Hinodeya/Shogakukan

Gamescom 2016 Illustrations

Sagakeen's Yobuko Splatfest Illustration

Sheldon's Picks Illustration

Splatune: Splatoon Original Soundtrack Label Illustration

Collaboration with Saga Prefecture: Sagakeen! Throwback

In December 2015, a collaborative event was held in association with Saga Prefecture as part of their regional revitalization project. It turned into a big celebration, with the tour boat *Splamaru* operating especially for the event, as well as the sale of limited edition goods. The patterns on the T-shirts are a Yobuko squid and a Saga cow.

Line Sticker Video Illustration

.52 Gal

.52 Gal Deco

N-ZAP '85

N-ZAP '89

Rapid Blaster Pro

Rapid Blaster Pro Deco

Splattershot Jr.

Custom Splattershot Jr.

Hydra Splatling

Custom Hydra Splatling

H-3 Nozzlenose

H-3 Nozzlenose D

Jet Squelcher

Custom Jet Squelcher

Splattershot

Tentatek Splattershot

Sploosh-o-matic

Neo Sploosh-o-matic

Inkbrush

Inkbrush Nouveau

Aerospray MG

Aerospray RG

Splash-o-matic

Neo Splash-o-matic

Range Blaster

Custom Range Blaster

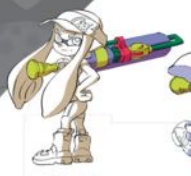
Dual Squelcher
Custom Dual Squelcher

Heavy Splatling

Heavy Splatling Deco

L-3 Nozzlenose

L-3 Nozzlenose D


Splat Roller

Krak-On Splat Roller

Bamboozler 14 Mk I

Bamboozler 14 Mk II

Tri-Slosher

Tri-Slosher Nouveau

Luna Blaster

Luna Blaster Neo

Mini Splatling

Zink Mini Splatling

E-liter 3K

Custom E-liter 3K

Carbon Roller

Carbon Roller Deco

Splattershot Pro

Forge Splattershot Pro

Blaster

Custom Blaster

Splat Charger

Kelp Splat Charger

E-liter 3K Scope

Custom E-liter 3K Scope

.96 Gal

.96 Gal Deco

Sloshing Machine

Sloshing Machine Neo

Splatterscope

Kelp Splatterscope

Classic Squiffer

New Squiffer

Dynamo Roller

Gold Dynamo Roller

Slosher

Slosher Deco

Rapid Blaster

Rapid Blaster Deco

Octobrush

Octobrush Nouveau

Octo Shot Replica

Hero Shot Replica

Weapons Regularly Added via Updates

Throwback

There were seventy-four weapon types in *Splatoon* when you include the three available through amiibo challenge bonuses. On top of that, there were seventeen Sheldon's Picks, which gave preexisting weapons updated sub and special weapons.

Hero Roller Replica

Hero Charger Replica

Check out what's fresh with *The Art of Splatoon 2* which contains nearly 400 pages of illustrations of your favorite characters, latest weapons, slickest gear, hottest locations, and much more! Get your tentacles on pages and pages of 2D and 3D art pieces with notes inked by the creative team that give insight to the game's development. With a bonus throwback section of illustrations from the original *Splatoon*, this book is sure to make a splash with all *Splatoon* fans!

Nintendo

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